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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. MARCH, 1915. NUMBER 3.

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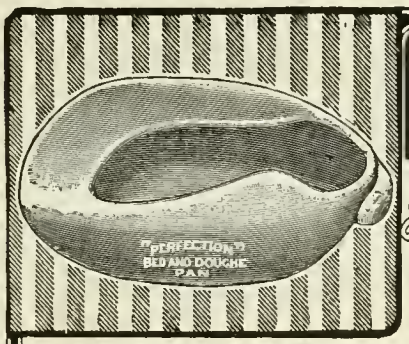

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Boxes for every requirement
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A complete supply of all styles and
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American Stopper Company,

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The Retail Druggists have taken over their first Old Line Trade-Marked Articles under the "Detroit Plan" and are now Ready for Business!

STOCK WILL BE ADVANCED FROM $12.50 TO $15.00 PER SHARE AT A BIG MEETING OF STOCKHOLDERS AT DETROIT THIS MONTH!

An Announcement of Importance to every Druggist in the United States.

The "Detroit Plan"

Under the "Detroit Plan" the retail druggists of the United States have formed a *genuine* co-operative organization to buy well-known trade-marked proprietaries and market them for their own profit.

The association has been incorporated under the name, Carpenter Chemical Company Co-operative, and it now owns Carpenter's Liquid Court Plaster and Patterson's Toothache Wax, both of which are the *original* preparations of their kind.

Negotiations are under way for the purchase of other well-advertised proprietaries, and among these are a nationally known liver pill, a family salve, a big selling baby food, a leading massage cream, a line of Homeo. remedies, etc.

The preliminary work of organization for the druggists has been done by Grant W. Stevens, Treasurer of the N. A. R. D. and President of the Wolverine Drug Company, of Detroit, and A. M. Edwards, formerly district sales manager for the A.D.S., assisted by a national committee composed of such well-known men as Samuel C. Henry, James P. Crowley, E. E. Earnshaw, E. G. Eberle, Louis C. Hopp, Chas F. Mann, Rees C. Roberts, Robert J. Frick, Gordon M. Eddington and others.

Its Advantages

As matters now stand most retail druggists are growing poor selling well-known, trade-marked proprietaries. This needs no argument.

Under the Detroit plan druggists themselves will own these very proprietaries, just as they now own Carpenter's Liquid Court Plaster, and the members of the organization will get the large profits which have formerly gone to the manufacturer.

Under the Detroit plan you do not join a so-called "co-operative" company to help boost someone else's goods, nor do you join in the expensive game of introducing goods of which the public knows nothing.

Under the Detroit Plan you will not have to "substitute" to make a living profit, but you will sell the *best known* goods at the *best* profit.

The Detroit Plan is the only solution of the whole miserable "price-cutting" question and the only salvation for the druggist who wants to give what is called for and yet make a living profit.

Your Opportunity

The temporary organization of the Carpenter Chemical Company Co-operative will be made permanent and directors elected at a meeting of stockholders to be held at the new Hotel Statler, Detroit, Mich., March 25th.

Until that time every druggist in the United States has the opportunity to join in this movement by buying stock at the opening price of $12.50 per share. The price will positively advance to $15 per share on March 25th.

We urge every druggist, large or small who reads this announcement to immediately use the blank printed below and take advantage of this final opportunity to join now at the lowest cost.

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Capital Stock $100,000.00 **Shares Par Value $10.00 Each.**

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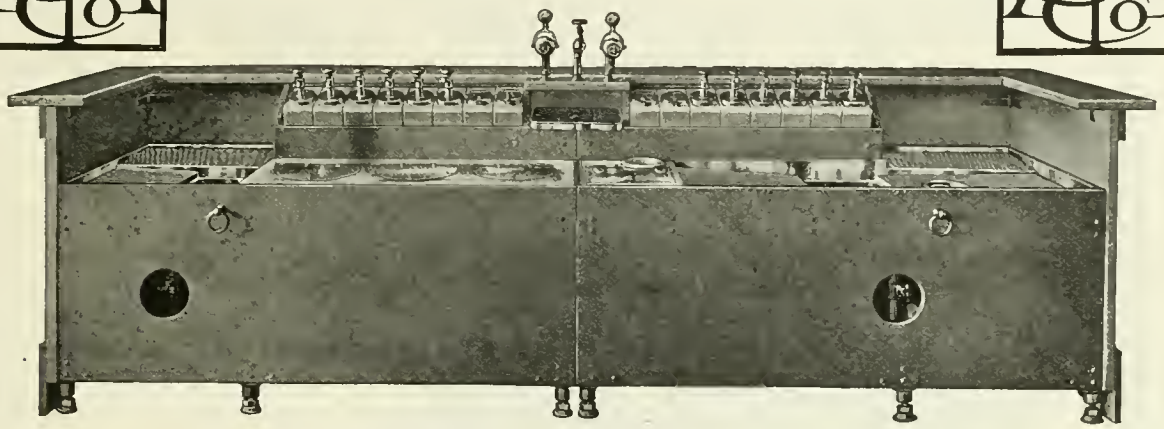

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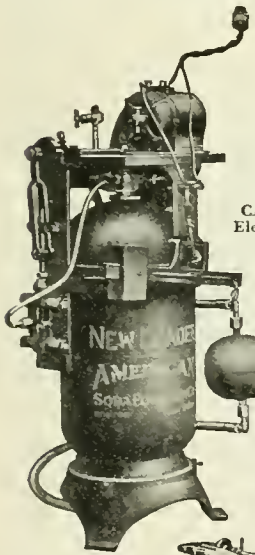

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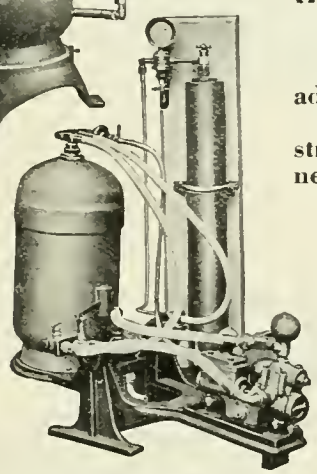

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SAVE WORRY SAVE WORK

SECURE PERFECTLY CARBONATED WATER

BUY AN AMERICAN CARBONATOR NOW

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Maillard's
NEW YORK

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Such a department will attract new customers, a class of buyers who will spend money, not only in this department, but in other departments of your store, depending on your ability to make the other departments equally as attractive.

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Ask For Initial Plan A

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THE BISHOP-BABCOCK-BECKER COMPANY

Standard of the World

Illustration is of the DE SOTO BACK-BAR with Opal-Onyx Beauty Counter, 12 foot.

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THE purchase of a New Red Cross Soda Fountain is **not** an expense, it's an investment—an investment that will yield unusually big dividends. A Red Cross Fountain will attract and bring the people to your store, and its inviting and sanitary appearance will **make them buy** and **come again.** This means **more sales** and **bigger profits** in **all departments,** and the bigger profits will pay for your new fountain—as they have in hundreds of cases.

The Most Beautiful and Serviceable, and Most Comprehensive Line of Soda Fountains ever offered, can justly be said of the new 1915 Red Cross Models. To the many exclusive features which have made the Red Cross Fountains so efficient in the past have been added many new improvements for 1915, which truly make the Red Cross Iceless Soda Fountain "Standard of the world." The Red Cross is the **Original Iceless** Fountain.

Send for Your Copy of the beautiful new catalog, describing Red Cross Fountains, Eureka Carbonators, etc. The beautiful Red Cross models are illustrated, and their particular points of merit described. Write your name and address at the bottom of this page, detach, and mail it today.

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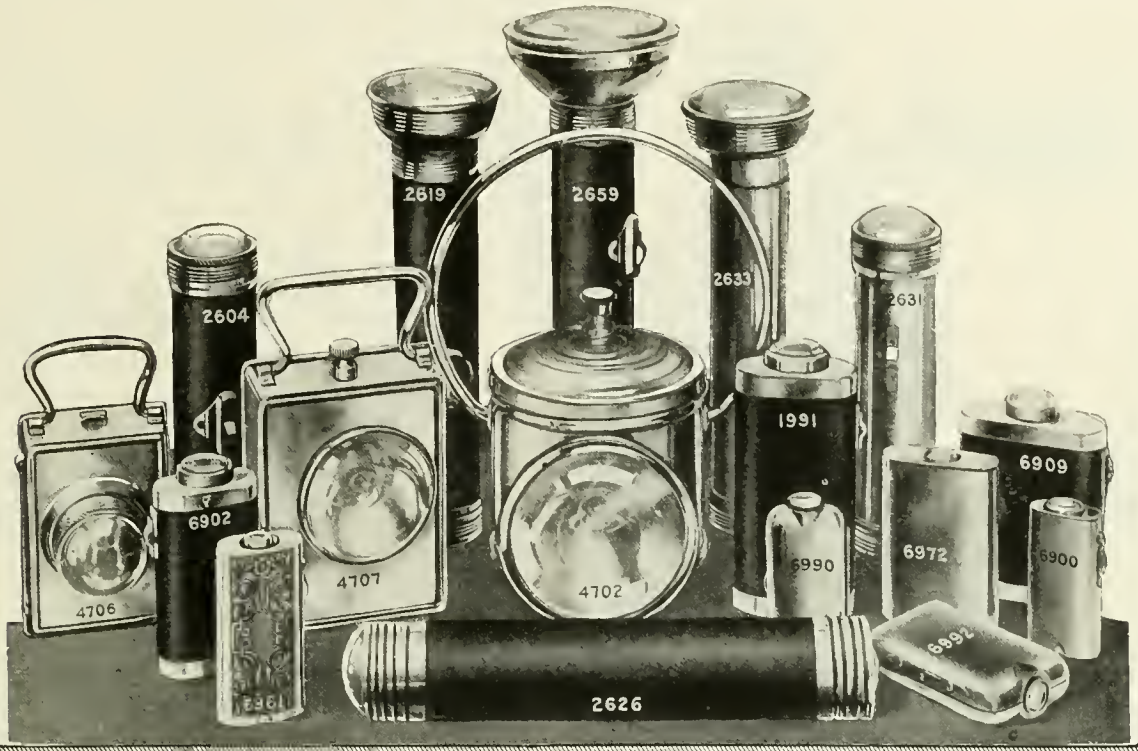
THE BISHOP-BABCOCK-BECKER COMPANY

GENERAL OFFICE, CLEVELAND, O.—Please send me Complete information regarding ☐"Red Cross" Fountains; ☐"Eureka Carbonators; ☐Opal Onyx Humidors; ☐Luncheonettes; ☐Blue Book of Soda Fountain Sundries, advertised in March Bulletin of Pharmacy." Write Name and Address below.



Big Money for Druggists In

EVEREADY

Lights, Batteries and Lamps

Our announcement last month of the great EVEREADY national advertising campaign in the Saturday Evening Post, 10 women's publications, 13 boys', sportsmen's, medical and nursing journals, and 32 farm papers, stirred the whole trade from Maine to California, and from the Great Lakes to the Gulf.

Literally, thousands of druggists have written to us about stocking, displaying and pushing the EVEREADY line. These inquiries, letters and orders show that the dealers are wide-awake to the opportunity for profit and increased business and increased popularity of their stores through the sale of EVEREADY Lights, Batteries and Lamps.

The EVEREADY Line is made by the oldest, the biggest and the strongest Company in the world. It is the only line of its kind which will give absolutely satisfactory service to the user and the dealer.

EVEREADY Flashlights are a necessity in every home; a necessity to every man, woman and child—a necessity in every industry and every occupation.

Kindly send your Special proposition and Catalogue No. 23 giving prices and complete list of goods.

Tear Off and Send the Coupon asking for special proposition, and catalogue giving complete list of goods, prices and discounts.

Name.....

Street and Address.....

.....

City.....

State.....

Jobber.....

American Ever Ready Works

of National Carbon Company

308 Hudson Street New York

AMERICAN EVER READY WORKS,

308 Hudson Street, - - - New York

Stands the Test

TO manufacturers of Bismuth subnitrate or other Bismuth salts, the fact has been proven that great expense has been saved in the process of manufacture if the raw material be *Arsenic-free.*

BISMUTH

U·S·M·R·CO

MADE IN U.S.A.

Highest Purity—Arsenic Free

USMRCO Brand possesses a standard of purity and refinement equal to if not higher than Saxon, English or Bolivian Bismuth.

The uniform quality of our product is at all times *guaranteed,* whether your requirements are for single or monthly deliveries.

We supply more than one-half the Metallic Bismuth sold in the American market.

UNITED STATES METALS REFINING COMPANY,

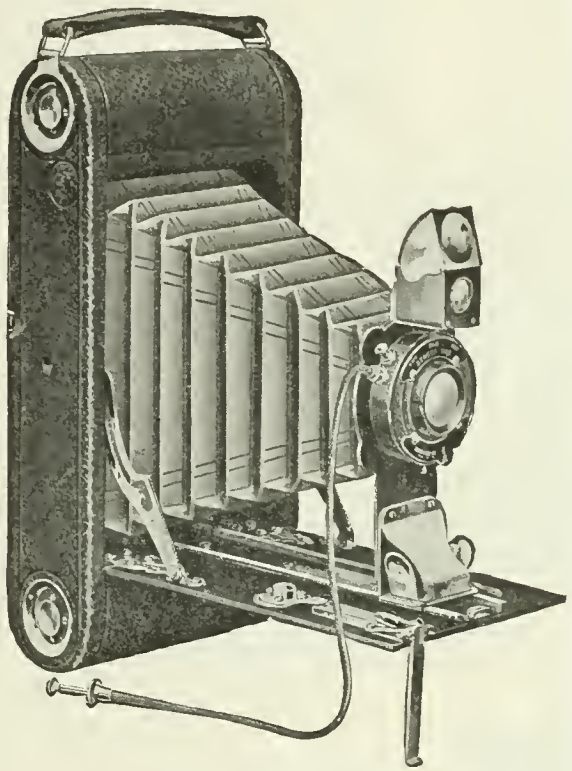
42 Broadway, New York.

HERE IT IS!

The New Seneca Folding Scout

A brand-new big money-maker for every druggist who gets the agency for

Seneca Cameras and Supplies



It's the "Ford" of the Camera World because it offers more for the money than any other camera made—Has everything found in the high-priced outfits and yet is sold at a popular price.

The Folding Scout **and every other Seneca Camera** is sold under this binding guarantee—

Money Back If Not Satisfactory.

That's one reason why Seneca Cameras are the best side-line a druggist can handle—they not only draw new trade, but they are bound to make satisfied customers.

You Can Start a Complete Seneca Department For $50.

For $50 we will send you Roll Film, Paper, Chemicals and Supplies as well as cameras. Everything necessary to start in the Camera business, and *your profit is over 35%.*

MADE IN THREE SIZES.

Uses any Standard Make of Roll Film.

No. 2A. Takes Pictures 2½ x 4¼. Selling Price..... **$8.00**
No. 3. Takes Pictures 3¼ x 4¼. Selling Price..... **9.00**
No. 3A. Takes Pictures 3¼x5½. Post Card. Selling Price **10.00**

The Seneca Assortment has been the means of starting hundreds of druggists in this profitable business. It will pay you to read the advertisement written for Seneca Cameras by 27 Seneca Dealers: it answers your questions and gives you the facts from your own view-point.

Send Coupon For Your Copy

and we will send complete information about the 1915 $50 Assortment. Write now. The Camera Season is at hand and you can start making money on the Seneca Line the minute the goods are on display. 35% on a quick-selling side-line is worth looking into. Send coupon now.

B.P. 3

COUPON

Seneca Camera Mfg. Co., Rochester, N. Y.

Send Ad. written by Dealers and details of $50 Assortment.

_____

_____

SENECA CAMERA MFG. CO.

303 State St., Rochester, N. Y.

A label always ready—
Always the right label—
Always a clean label.

THESE advantages make the McCourt Roll Label Cabinet the neatest, the quickest, the safest, the most economical labeling system in the world.

The McCourt Label System

gives you the label you want instantly. A simple motion of one hand withdraws and cuts it off. No annoyance from labels being mixed or stuck together. No mussy or unsightly labels. They are always clean, fresh and attractive.

The materials used in making McCourt Labels are of exceptional quality. The paper is imported from Scotland. The gumming is of dextrine, which is strongly adhesive on glass and contains no harmful or unpleasant ingredients.

25% to 40% Less in Cost.

The highly specialized printing and cutting machinery of the McCourt Factory enables it to produce the highest quality roll labels at prices 25% to 40% less than can be secured on flat labels.

McCourt Label Cabinets come in a wide variety of sizes, providing for any number of shop and prescription labels desired.

You will be interested in our booklet on the advantages and economies of the McCourt Label System. Write for a copy. Tell us about your label difficulties. Our wide experience fits us to give expert advice on such problems.

A special pill and powder box service is provided exclusively to users of the McCourt Label System. Ask us about it.

500 New Harrison Law Labels FREE

Under the new Harrison Federal Law, effective March 1st, 1915, prescriptions for opium and all drugs of that nature should bear a label reading: **"Under the Harrison Law, effective March 1st, 1915, this prescription can be refilled only by obtaining a new prescription from your physician."**

500 of these labels in roll form, printed in two colors, will be sent absolutely without cost to all druggists who will ask for them.

When writing say whether or not you have a McCourt cabinet. If so the label can be used in a strip label compartment.

If you haven't a cabinet we will send perforated labels, in roll form, in a neat little case from which they can be drawn for immediate use.

SEND FOR YOURS TO-DAY.

McCourt Label Cabinet Company,

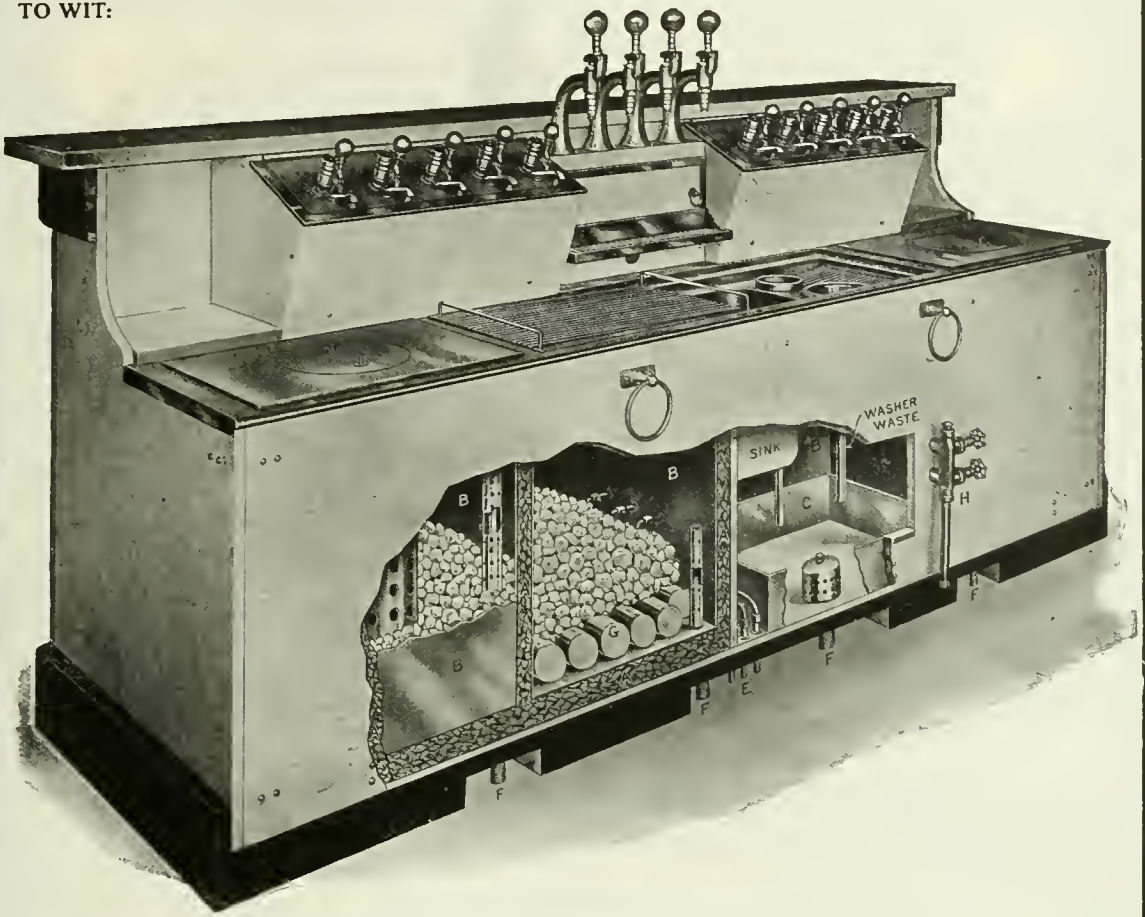
47 Bennett St., • • BRADFORD, PA.

Let Men See Your Good Work!

The "dumb driven cattle" propensity has no place in our activities.

We have something to say, and we say it—
We have something to show, and we show it—

TO WIT:



PUFFER'S UNEQUALED SEALED FOUNTAIN.
(Patents applied for.)

Saves at least 50 per cent of your ice bill.
Gives you the most sanitary soda fountain made.
Shows a construction forming a perfect refrigerator.
Gives you a fountain dirt and insect proof.

Syrup Lifts that operate with ease and accuracy, and from which there is no possible chance for trouble.

Large coolers, sheet block tin lined, insuring plenty of pure cold water.

Equipped for the dispensing of coldest beverages, *all* the time.
Shipped assembled, and ready for business shortly after arrival.

In brief we give a few more of the advantages which are yours in the possession of a SEALED FOUNTAIN:

Heavier silver plate.
Heavier metal throughout.
Cove flashing on workboard.
German Silver basins and disher wells.
German Silver sinks.
German Silver "SS" Tumbler Washers.
Workboard of solid German Silver and heavy weight.
Plumbing bill reduced to a minimum.

SEVEN SIZES CARBONATORS, all automatic and pungent soda water makers.

Send for catalogue.

In the SEALED FOUNTAIN you have the latest and best invention, including all our INIMITABLE improvements to date.

Factory, Winchester, Mass.

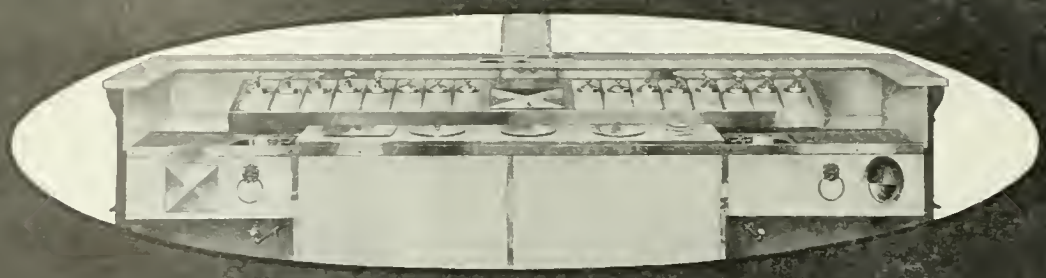
THE PUFFER MANUFACTURING CO.,

Office and Warerooms, 51 PORTLAND ST. BOSTON, MASS.

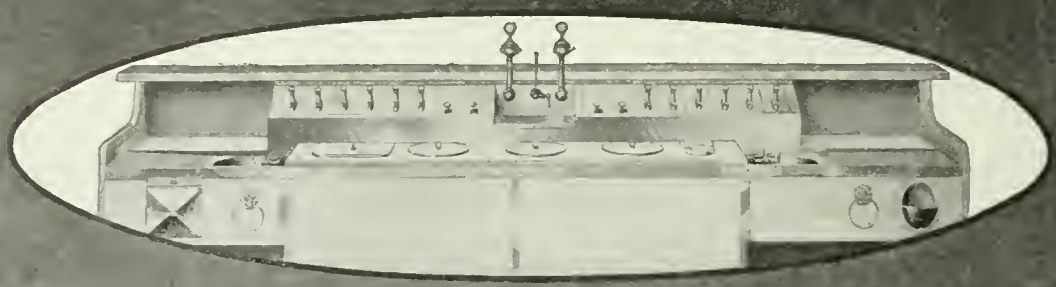
Walrus Quality Unsurpassed

Our 1915 Manual fully explains

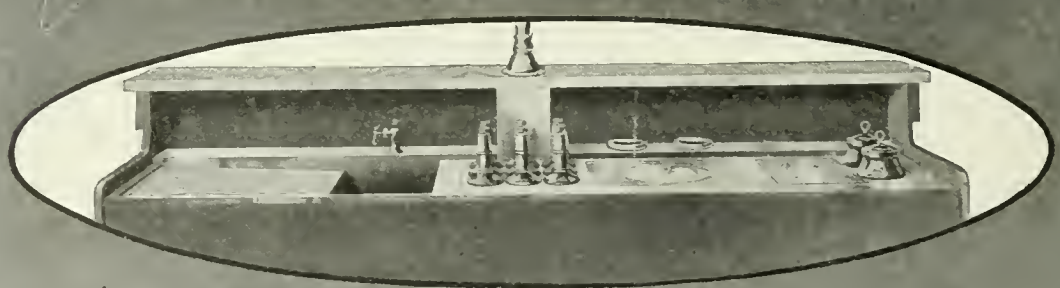
Walrus Quality Unsurpassed



Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



Walrus Wonder Construction is far ahead of anything in its class. Made for the merchant who requires a good but inexpensive soda fountain

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high class soda fountains thru jobbers. Agencies in all principal cities
LUNCHEONETTES CARBONATORS ICE CREAM CABINETS STORE FIXTURES

DETROIT—Michigan Drug Co. GRAND RAPIDS—Hazeltine & Perkins Drug Co. FORT WAYNE—Fort Wayne Drug Co.

Walrus Quality Unsurpassed

Send for Big Illustrated Catalog

Walrus Quality Unsurpassed

WALRUS UNIT-SECTIONAL DRUG STORE FIXTURES

A COMPLETE SET FOR $675.00

(Soda Fountain and Furniture Not Included)

Terms, $25.00 Per Month, with Small Fractional Advance Payments

SPECIAL DISCOUNT FOR CASH

EXCEPTIONAL QUALITY AND CONSTRUCTION
LARGE QUANTITY PRODUCTION ENABLES US TO DO THIS

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high grade soda fountains thru jobbers
Representatives in All Principal Cities

MILWAUKEE—Yahr & Lange Drug Co. BUFFALO—Henry J. Walz Co. COLUMBUS—The Orr, Brown & Price Co.

FRUITS and SYRUPS — Automatic Carbonators

"Liquids" Only at the Expositions

The Pacific Coast, from Vancouver to San Diego, is dotted with *"Liquids."*

At San Diego and San Francisco Expositions the *"Liquid"* will be

The Exclusive Exposition Fountain.

Chicago
New York
Boston
Pittsburg
Atlanta
Cincinnati
Memphis

"The Liquid" Carbonic Company

Kansas City
St. Louis
Milwaukee
Dallas
Minneapolis
Los Angeles

THE LARGEST SODA FOUNTAIN FACTORY IN THE WORLD

HOT SODA SUPPLIES — Carbonic Acid Gas.

The Easiest Way to Sell Goods

A Live Tip for Druggists and Clerks!

There are two ways of making sales. For instance, a traveling salesman will come into your store and forcefully talk his goods to the accompaniment of profuse perspiration. That's the hard way for him—and for you.

Another salesman will come along and devote most of his time to discussing subjects in which he finds you are keenly interested. He gets on intimate terms with you. That's the easy way, which most often succeeds.

Thus, salesmanship is largely a matter of creating a more friendly and intimate relationship through your ability to interest the prospective customer. This practical principle can be applied by every druggist who sells

Magazines and Periodicals

It requires but little time to scan the new issues as you receive them each month and to note the leading articles. Then, when Mr. Jones, who has a passion for hunting, comes in, tell him about the hunting story in a current magazine.

Ask Mrs. Jones, who is a suffragette or club woman, if she has seen the article by or about a prominent advocate of votes for women, which appears in a current magazine. Ask Miss Jones if she has seen the latest styles in the fashion magazines.

This Method Makes Sales

not only of MAGAZINES and PERIODICALS but of all other lines as well simply because it enables you to really interest people, thereby establishing a more friendly, informal and intimate relationship between you and your customers.

It will certainly pay you to get on such terms with your trade. They will take a personal interest in visiting your store and you will always get their patronage. This is only one of the possibilities of MAGAZINES and PERIODICALS. Send the coupon to-day.

The American News Company

9-15 PARK PLACE

NEW YORK

The American News Company
NEW YORK

Please send me your price list of periodicals and full particulars as to how a profit-paying News Department may be installed without risk or expense.

Name.....

Address.....

B. P.

"That's What They All Say"

ABOUT THE MANNING ADVERTISING SERVICE.

Another Story in the "Success Series"

Park Falls, Wis.

Manning Advertising Service, St. Louis, Mo.

We are well pleased with your Service and you may continue sending it. It is a great help to one who is short on time. We have tried one or two other Services, but have found them too strong on "flowery language" and not strong on "brass tacks," and therefore not suited to our needs.

CITY DRUG STORE.

THE MORAL to all of the "Success Stories" based on the advertising experiences of retail druggists is the same.

"The Wise Druggist knows the value of advertising and he also knows where to secure the best Advertising Service."

The Manning Advertising Service

contains copy for **Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Locals, Signs, Parcel Post Ads, Illustrated Window Displays and Picture Slide Advertising. We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.**

The Service covers everything that can help to build or hold business. It is a system of practical advertising for busy and enterprising druggists.

Only $1.00 A Month.

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our service get on your competitor's pay-roll.

We Serve You Only.

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act NOW.

Tear off here and mail to-day.

MANNING ADVERTISING SERVICE.	**SPECIAL "SUCCESS" ORDER 13 MONTHS SERVICE $12.**	ST. LOUIS, MISSOURI. Date.....

GENTLEMEN: If you have no client in this locality, please enter $\frac{\text{my}}{\text{our}}$ order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR from April First, 1915, and monthly thereafter until notified to discontinue. For this service $\frac{\text{I}}{\text{we}}$ agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. By taking advantage of this special offer it is understood that $\frac{\text{I am}}{\text{we are}}$ to receive the March, 1915, issue of the Service FREE.

NAME _____ STREET _____

TOWN _____ STATE _____

NOTE: Discount for Advanced Payments—5% for 6 months—10% for 12 months.

No. 5 OLIVER

The No. 5 Oliver Now $56, Payable $4 a Month Former Price $100.

For Druggists and Doctors

Writes in Sight—Prints Medical Symbols

℞ 3 3 ∋

WE ARE THE AUTHORIZED DISTRIBUTORS of Olivers, Model No. 5, and sell only typewriters obtained direct from the manufacturer. **WE ARE NOT REBUILDERS.**

The typewriters that we sell are genuine Olivers, equal in quality to those delivered at the former $100 price, not shopworn, not damaged, in no way inferior, all of the very latest features.

This is our fifth successful year. We have sold over 20,000 Olivers. A large per cent of these have been Medical Olivers.

MADE FOR DRUGGISTS AND DOCTORS. This model prints in addition to the regular characters the medical symbols. It has special paper fingers for holding labels and prescription blanks securely. It is superior to all other makes for druggists' and doctors' use.

BLIND TYPEWRITERS do not print in sight. The interruption caused by raising and lowering the carriage to see the work destroys the continuity of thought. Blind typewriters are obsolete—valueless. None have been manufactured for many years. The No. 5 Oliver prints in SIGHT. The Oliver introduced the Visible Writing principle.

EASY TO LEARN. One who never used a typewriter could write a letter on an Oliver in ten minutes' time. Everything is simple, easy, convenient. Simple instructions furnished.

These late model No. 5 Olivers have the Inbuilt Tabulator, the Back Spacer, the Ruling Device. They are useful for many more purposes than the ordinary typewriter.

EQUIPMENT. Each machine has the brand new equipment, including the metal case, tools, instruction book, ribbon, writing paper, carbon paper—everything that is needed, nothing extra to purchase.

GUARANTEE. We know these machines to be nearest to perfection. We see no reason for limiting the guarantee to one year or to two years as is the usual custom. WE GUARANTEE FOR LIFE.

POPULAR. The No. 5 Oliver proved to be the most popular typewriter ever marketed. They are now being used by many of the largest business concerns in the world. They are easily the choice of the medical profession. Experts choose them for speed work, yet beginners find them the easiest to master.

THIS IS THE MOST ATTRACTIVE TYPEWRITER OFFER EVER MADE. $4 a month means practically 13c a day. For this small sum you can have the best. The difference between the former price of $100 and our present price of $56 is $44.

Our method of selling eliminates the branch office, the traveling salesman, the dealer. This saving in selling and the enormous volume of business make the price possible. In no other way could it be accomplished. Our net profit on each sale is less than a salesman's one day expenses.

The price is less than the usual wholesale price. Our purpose is to make the price so low and the terms so easy that all may have one.

OUR OFFER IS ALL IN YOUR FAVOR. Positively no money down, no C. O. D. arrangement, no references required, no salesmen to bother you, no collectors, no chattel mortgages, no red tape. You simply give us permission to place the typewriter in your office on approval.

If you decide to keep it, you send us $4—you can have 13 months to pay the balance. If you want to pay more than $4 per month, we will be glad to have you do so. If you need extra time, simply ask for it. You may send it back any time and you owe nothing excepting rent for the time you keep it.

If you do not like the typewriter after trial, send it back. You are under no obligation. It is our method of doing business.

TOTAL PRICE TO YOU FOR EVERYTHING ONLY $56. This is a far lower price than has ever before been made on a typewriter of equal quality. The cash price is $52 payable after trial.

COUPON. Write your name and address on the attached coupon and mail to-day. The typewriter will be in your possession in a very few days for examination.

Typewriters Distributing Syndicate,
166-83A North Michigan Boulevard,
CHICAGO, ILL.

Typewriters Distributing Syndicate,
166-83A North Michigan Blvd., Chicago.

Gentlemen: You may send me a No. 5 Medical Oliver Typewriter on trial.

If the typewriter is entirely satisfactory and I decide to keep it, I agree to send you $4.00 within five days from date of delivery as full payment for one month's rental and $4.00 each month thereafter that I keep the typewriter.

When I have paid you $56.00 in this manner, the typewriter is to become mine. Until then the title to the typewriter to remain in you.

It is understood that if for any reason I wish to return the typewriter during the life of this contract, I am under no obligation to pay anything except the $4.00 a month for the use of the machine for the time which I keep it.

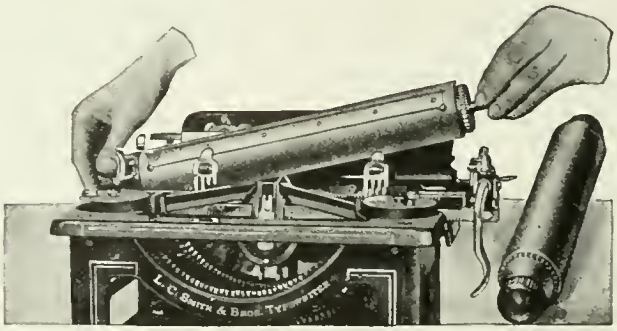
Otherwise I agree to notify you within five days that I do not want it and I will then repack it carefully and will hold it until I receive your shipping instructions, which I will follow promptly.

NAME _____

ADDRESS _____

(281)

Platen Changed in an instant



Inserting The Card Platen

Because the platens are interchangeable, the same L. C. Smith & Bros. Typewriter can be used for general correspondence, heavy card or label writing and manifolding.

To meet the contingencies that arise, there are the soft, medium and hard rubber platens, the card and label-writing platens, and the brass platen on which over twenty (20) carbon copies can be made. The operator can change from one to the other in a few seconds.

A new platen can be ordered by mail or express, when necessary, without losing the use of the typewriter.

ASK FOR A DEMONSTRATION

L. C. SMITH & BROS. TYPEWRITER COMPANY

Home Office and Factory - SYRACUSE, N. Y.

Branches in All Principal Cities

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

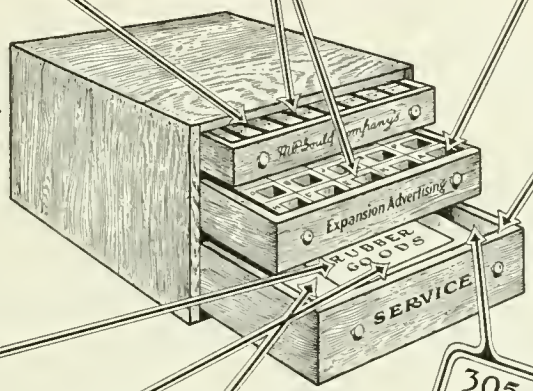
A Brand New Invention

129 Indestructible SOLID METAL ARTICLE CUTS

1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS

16 Indestructible SOLID METAL Illustrated Headline CUTS

Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place



4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS

171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising Information. All this exclusively for RUBBER GOODS

263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.

PRINTED and ILLUSTRATED IDEAS for Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.

305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once ➤

Above Solid Oak Cabinet FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B.P. March

A REVOLUTION IN PEPSIN MAKING

We are now prepared to supply Pepsin such as was never before obtainable.

(1) In appearance it consists of *spongy granules.*

(2) It is practically odorless and tasteless, except for a slight acidity.

(3) It is readily soluble.

(4) It is exceptionally free from flesh-derivatives and by-products.

(5) It is very light colored, hence attractive. It *looks clean.*

(6) As it contains less mucin, tyrosin and peptone, it develops less odor with age.

(7) It contains fewer bacteria than the average certified or sterilized milk sold in our large cities for children and invalids' food. This is the first pepsin especially treated to eliminate the greater portion of the bacteria always present in profusion.

Supplied in digestive power of 1000, 2000, 3000, 5000 and 10,000, also as *fine granulation* and *powder.*

WRITE FOR QUOTATIONS.

Home Offices and Laboratories,
Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

TEN-DAY FIRE INSURANCE SERVICE

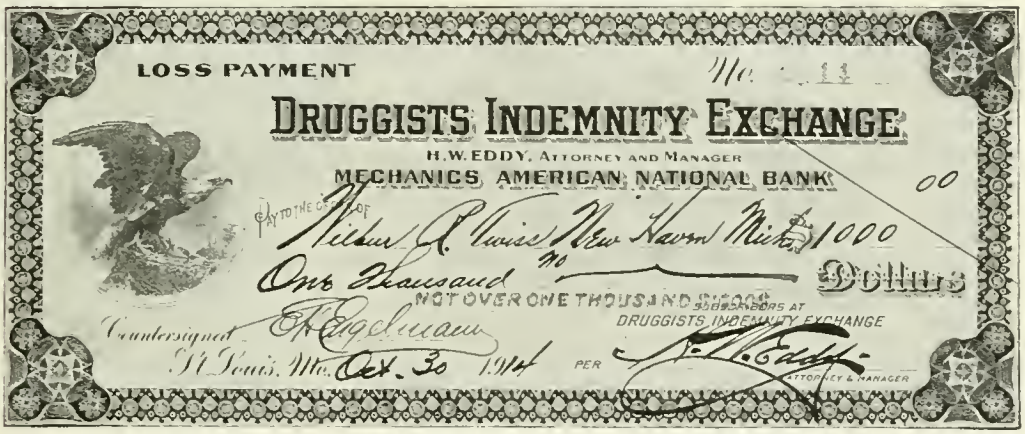
THE DRUGGISTS' OWN FIRE INSURANCE ORGANIZATION:

Maintained for the purpose of lowering cost of protection against loss by fire and securing more satisfactory and prompt adjustments of damages.

7 Years—Average Reduction 40 Per Cent.

Licensed in State of Michigan.

Membership 6836 Druggists.



Mr. H. W. Eddy, New Haven, Mich., 11-7-14
Druggists Indemnity Exchange,
St. Louis, Mo.

Dear Sir: Your check for $1,000.00 duly received. I wish to take this means to thank you for the quick action taken in handling my loss. I only wish that I had carried all my insurance with you. When I am straightened out I will want more insurance in the Druggists Indemnity Exchange.

Yours respectfully,
W. R. Twiss.

DRUGGISTS INDEMNITY EXCHANGE

ST. LOUIS, MO.

H. W. Eddy
Attorney and Manager.

Druggists Indemnity Exchange, St Louis, Mo.

Enclosed find expired in force fire insurance policy, which I secured locally. It is sent that you may note description of risk. Please quote estimate cost of $..... insurance, and return enclosed policy by next mail. Advise me what amount you can save me and what other advantages your Exchange offers.

Name.....

Street.....

Town..... State.....

B. P. 3—15

Hypodermatic Tablets

that every physician wants

Our hypodermatic tablets are the hypodermatic tablets most commonly demanded by the medical profession.

There are reasons—good reasons—for this preference of physicians.

1. Our hypodermatic tablets are made from rigidly tested materials.

2. They are of assured purity and activity.

3. They are of definite strength.

4. They are freely soluble.

5. They are liberally advertised and detailed.

Specify "P. D. & Co." on orders to your jobber.

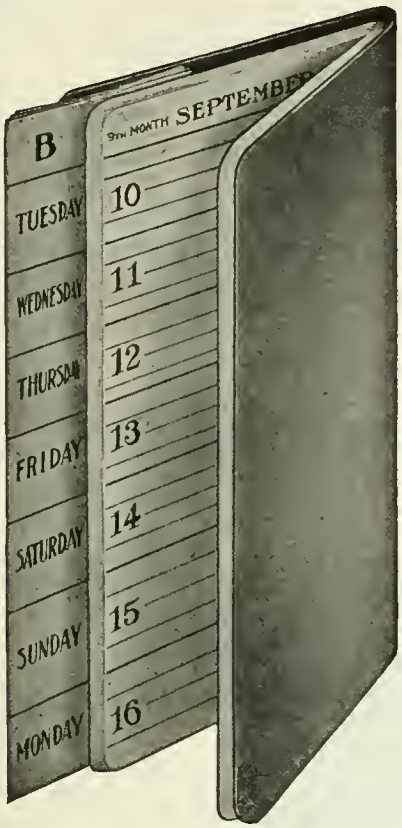
Our Catalogue, pages 82-90, shows every drug and formula in demand.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-64 Beak Street, W. Warehouse and Laboratory—Hounslow. **WALKERVILLE, ONT.** **MONTREAL, QUE.** 378 St. Paul Street.



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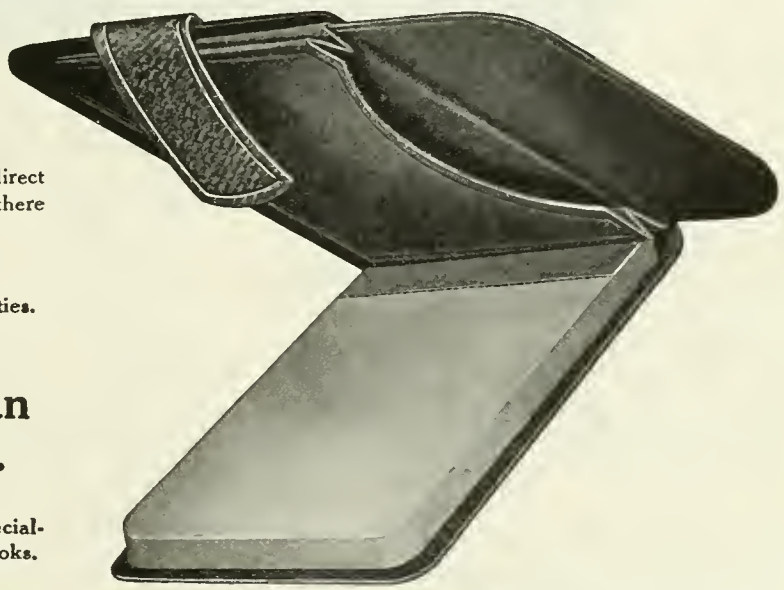

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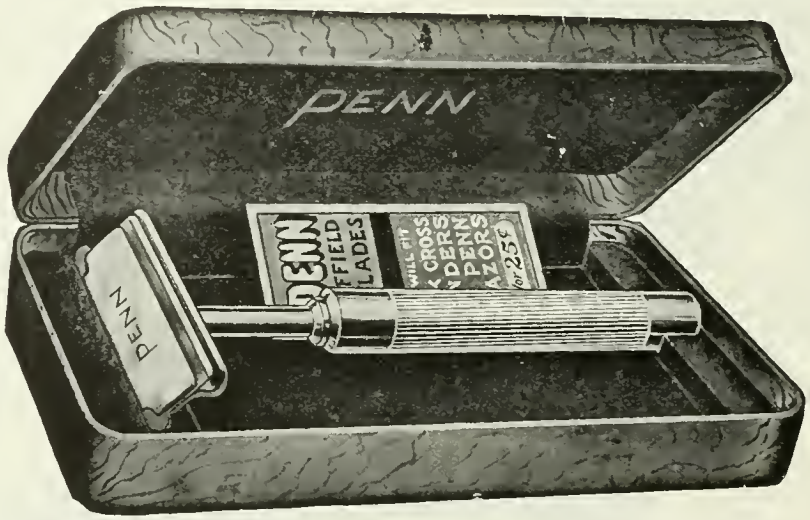

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THE MONTH'S HISTORY

THE STANDING OF PAREGORIC.

Does paregoric come within the jurisdiction of the Harrison antinarcotic law? Must it be entered on the proscribed list? This is a matter which is receiving considerable attention just now and a number of disputants are arrayed on either side. A government ruling has been asked for and before the BULLETIN reaches its readers the question may have been authoritatively settled.

Meanwhile, however, we see no occasion for much discussion. The Pharmacopœia directs that powdered opium shall be used in making paregoric, and turning back in the book a little way we find that powdered opium should contain 12 to 12½ per cent of morphine. The formula for making paregoric calls for 4 grammes of powdered opium to the 1000 Cc. of finished product, and when completed an ounce of paregoric contains 1.824 grains of powdered opium. The Harrison law applies only to those preparations which contain more than two grains of opium to the ounce.

It now remains to consider the morphine content of paregoric. This we find to be 11/50 of a grain to the ounce. Not quite a quarter-grain; and the law passes any preparation which does not contain more than a quarter-grain.

Here is where the confusion comes in, however: 11/50 of a grain of the alkaloid morphine is equivalent to 11/40 of a grain of morphine sulphate; and 11/40 is more than a quarter-grain.

In order to read paregoric into the list of contrabands under the Harrison law therefore, we must go out of what actually *is* into what *might be;* we must range wide from a basis of hard facts into speculative philosophy.

That is the view the BULLETIN takes; and were we running a drug store we should ignore the Harrison act as far as paregoric is concerned, until advised to the contrary.

* * *

WHELAN CHAIN TO BE EXTENDED.

There's an old saying to the effect that "it's an ill-wind that blows nobody good," and that time-honored observation is brought forcibly to mind by the following statements which are reported to have been made by George J. Whelan, the real head of the United Cigar Stores Company, the Riker-Hegeman Company, and others: "We have decided to open a large number of new stores, and our real-estate experts have instructions to resume their operations in various parts of the country. *Owing to the present depression in real estate, leases can now be made on very good terms.*"

It is said that the United Chemists Company, which was incorporated in New Jersey in 1906 with an authorized capital of $20,000,000, Mr. Whelan being one of the incorporators, and the Lauer Drug Company, another Whelan institution, have been used in an experimental way for a number of years, and that now the

time is ripe for the big enterprise of establishing a chain of combination retail tobacco and drug stores from the Atlantic to the Pacific. The Lauer company and the Chemists company have been taken over by the United Cigar Stores Company, and a long-cherished ambition is about to be put into execution.

The Lauer group comprises six or eight stores which have been conducted as pharmacies, but with quite a degree of emphasis placed on cigars, cigarettes, smoking and chewing tobacco. The tobacco departments have been virtually branches of the United Cigar Stores Company.

One of the activities of the United Chemists Company has been to acquire property and leases for drug stores, its work being exactly similar to that performed by the United Realty Company, which acquires cigar store sites and leases for the Cigar Stores. The wheel-within-wheel workings of the various Whelan companies is somewhat confusing, at times!

Mr. Whelan has been financing his enterprises in Wall Street, and has apparently succeeded in interesting a large number of speculators and investors.

* * *

TWO EDUCATIONAL DEPARTURES.

There are two movements, slight in themselves, perhaps, but which nevertheless may be destined to exert an important bearing on pharmaceutical education in the future. One of them is the offering of restricted correspondence courses in pharmacy by the extension department of the University of Wisconsin, and the other is the idea of arranging for a high-school pharmacy preparatory course in the public schools of Chicago.

The Wisconsin courses are planned to provide (1) home-study in elementary subjects for those who contemplate making pharmacy a life-work, but who lack some of the requirements which would fit them for entrance into regular colleges of pharmacy, or who are deficient in the preliminary education demanded by State boards; (2) to provide pharmaceutical instruction in certain subjects for those who find it desirable to pursue part of this instruction at home; and (3) to provide instruction of a special or advanced character for those who want to keep abreast of the times.

In Chicago twenty-five boys have already made application for admission to the special pharmacy class in the public schools, and druggists are being urged to encourage their junior clerks to take up the high-school course during spare time.

* * *

IN THE STATE OF WASHINGTON.

The salary of the secretary of the Washington State Board of Pharmacy has averaged $8.75 a month during the past year. To remedy this injustice and provide a suitable compensation for so important an official, a bill has been introduced in the legislature which it is hoped will relieve the situation somewhat.

Washington drug interests are fortunate in having two men in its law-making body who, we take it, are not averse to favorable pharmaceutical legislation. These are Professor G. H. Watt, formerly dean of the pharmacy department of the State college; and Dr. G. A. Ghent. The latter is in the Senate, while Professor Watt is chairman of the Pure Food and Drugs Committee in the House.

There are two matters affecting the drug business of more than ordinary importance to come up at the State legislature during the present session. An attempt is being made to replace the antiquated pharmacy laws now in force with an entirely new set throughout. And then there is the liquor question. Washington goes dry the first of next year, and many of the old laws affecting the sale of liquor become inoperative. What the rights and privileges of the druggist shall be under the new order of things must now be clearly defined. The State Pharmaceutical Association is very active in behalf of the drug interests.

* * *

A MODEL STATE ANTINARCOTIC LAW.

The Harrison law will not be a perfect institution, or fully effective in its operation, until all State laws are made to work in conjunction with it. This means quite a degree of modification in many of the existing State acts. Take the Boylan law, in New York, for instance. There are at least three distinct points on which the two measures—Boylan and Harrison—conflict; and it is the expectation of those in charge of pharmaceutical affairs in the Empire State that the legislature now in session will straighten out these discrepancies.

The ideal condition would be brought about if all States had narcotic laws pretty much alike

in character; and to this end F. E. Holliday, general representative of the National Wholesale Druggists' Association, has prepared a brief setting forth all the salient provisions of the Federal law together with the regulations for their enforcement. This brief has been sent to Dr. J. H. Beal with the request that it be made the basis for a uniform State and municipal draft which may be used as a model for all bills to be presented for introduction into the different State legislatures and city councils. Dr. Beal is now at work on such a model measure.

* * *

A RECEIVER APPOINTED.

For the most part, the drug trade was very much surprised when it was announced a few weeks ago that the Meyer Brothers Drug Co., the mammoth wholesale house at St. Louis, had gone into the hands of a receiver. There were those who knew that the big institution had been somewhat embarrassed for a number of months, but it was thought that a reorganization was under way. Inability to collect outstanding accounts, and a lack of working capital, are given as the source of the trouble.

Edwin W. Lee has been appointed receiver and is now in charge. In a circular letter sent out to the trade the statement is made that the step was taken to safeguard the interests of creditors and to conserve the assets of the company, and the confident hope is expressed that matters will shortly be arranged satisfactorily, terminating in a dissolution of the receivership and a continuation of the business under the old status and designation. Meanwhile the company's business is running along much as usual.

* * *

A CONCERTED PROTEST.

Right at the beginning the position was taken by the retail drug trade that the burden of the stamp tax ought to be borne by the manufacturer. Those manufacturers who in spite of the known position of the trade raised their prices enough to cover the emergency tax, or a little more than enough to cover it, have found themselves ever since busily engaged on the defensive.

At a recent meeting of the Memphis, Tenn., Drug Club the matter came up for discussion as it usually does at all drug meetings just now. Resolutions were passed protesting against the policy of price-raising, and the recreant manufacturers were told that their products would be subordinated. It was pointed out that the usual profit on this class of goods was already as meagre as it could well be and still leave a living profit, and that it would not stand further reduction.

* * *

CHEMICAL IMPORTS AGAIN NORMAL.

Imports of chemicals and drugs, which were seriously interrupted in the first three months following the outbreak of the European war, have again resumed normal proportions. In fact, conditions settled back to normal in January, according to a report from the department of commerce at Washington. November was abnormal, for during that month goods began to come in freely, and certain shortages in stocks were made up. The goods involved included coal-tar dyes and colors, gums of all kinds except shellac, camphor, creosote oils, vanilla beans, sodium and potassium cyanide, quinine, and cinchona bark.

There is still a shortage of glycerin and carbolic acid. We imported 2,455,000 pounds of the former in November, 1913, while in November, 1914, we received only 509,000 pounds. Carbolic acid decreased from 549,000 pounds in November, 1913, to 304,000 pounds in November of last year.

The increased imports of coal-tar colors were chiefly from Germany and Switzerland.

* * *

ARE BOARDS OF PHARMACY UNFAIR?

Out in California Governor Johnson has appointed John S. Callaghan, president of the California Drug Clerks' Association, to membership on the State Board of Pharmacy —an appointment, it is said, which has been well received by the trade generally. California's Board consists of seven members, and it had been rumored that its entire personnel would be changed; that is, that seven new members would be appointed. The January issue of Prof. Albert Schneider's *Pacific Pharmacist* devoted considerable space to this rumor, and quoted a long editorial from a Santa Cruz paper in which it was claimed that the public did not approve of some of the methods used by the Board in securing evidence against those who sold narcotics unlawfully. Women detectives were sent out, it is stated, and would go

into a drug store, plead pain of some sort and work on the druggist's sympathies to the extent that he would loosen up with a little morphine, or laudanum, or something of that sort. Just how much truth there was in this charge does not appear.

* * *

ANOTHER BOSTON TEA PARTY.

The steamer "Querida" had an experience recently which the members of her crew will be a long time trying to forget. The "Querida" is a British craft, and left New York with one of the biggest cargoes of sulphuric acid that ever put to sea. A gale struck her, which soon ripened into a hurricane. The acid was carried in big drums holding 40 to 50 gallons each, and in pitching about some of them began to leak. Men sent into the hold became ill from the effects of the fumes, and as the fury of the storm increased the big drums began to bang about in a most distressing manner. Disaster threatened the vessel, and the captain put about and made for the nearest port, which was Boston. A considerable portion of the cargo was pumped into the sea, but what remained was restowed, and the "Querida" put out again.

* * *

A NEW INSTITUTE IN JAPAN.

Dr. S. Kitasato, of Japan, who organized the Imperial Japanese Institute for the Study of Infectious Diseases, and who has been head of it since 1892, has resigned his position and organized an institute of his own. All of his former associates and colleagues, including Dr. K. Shiga, discoverer of the bacterium of dysentery, and Dr. S. Hata, who shared the honors with Prof. Ehrlich in originating Salvarsan, have also resigned and joined Dr. Kitasato. The founder has contributed all his personal estate to the undertaking, and his friends have raised sufficient funds for the permanent support of the institution. Dr. Noguchi, of the New York Rockefeller Institute, studied bacteriology during the early part of his career at Prof. Kitasato's Institute.

* * *

RECENT ADVICES FROM WASHINGTON.

Advices from Washington bring the information that Pear's Soap and Palmolive Soap need no longer bear the war-tax stamp. The manufacturers have declared under oath that these two soaps are not intended for cosmetic use, and the government has held that they need not be stamped. Other manufacturers may be expected to make similar declarations. Word has been received, also, that chewing gum may be removed to glass jars provided the stamp be torn from the box and placed in the jar with the gum.

Novocaine has been placed outside the jurisdiction of the Harrison antinarcotic law. It need not be considered as a narcotic within the meaning of the act.

* * *

Druggists at New Glasgow, Nova Scotia, got together and decided to close shop on Wednesday afternoon during a certain period of the year—all except one store, which remains open to supply the wants of the town. Each store takes its turn at keeping open.

SPECIAL FEATURES FOR THE BULLETIN NEXT MONTH.

Six handsome illustrations of druggists' homes.

Four interesting pictures of druggists' children.

Several striking snapshots of prominent pharmacists caught in action.

A continuation of the answers to board-of-pharmacy questions, begun in this issue.

Some novel and unusual pictures taken at a pharmaceutical picnic in Tokio, Japan.

The second installment of the true narrative of a traveling man's life, begun this month.

A paper from an experienced man on the handling of safety razors as a profitable side-line.

Four short, meaty contributions reciting practical experiences in the sale of garden seeds—very seasonable and suggestive.

The story of a druggist and a physician who co-operated so closely that they were a source of great advantage to one another.

Three papers of striking interest and helpfulness under the general theme of "Hobbies that I Have Made Pay"—papers of great practical value to every reader of the BULLETIN.

EDITORIAL

BOARD QUESTIONS ANSWERED.

There are thousands of our readers who will be glad to know that we are this month resuming an old and popular feature of the BULLETIN. We refer to the department of "Board Questions Answered."

We were the first to take up this work seven or eight years ago, but after continuing it for a number of years we felt that it had lost its novelty and usefulness and we therefore discontinued it. In the meantime several of our esteemed contemporaries jumped in and sought to fill the aching void.

Nowhere, however, has the work been done with system and efficiency. Frequently our readers have asked us to start the department going once more, and we have finally yielded to their requests. We are satisfied that there is a demand for board questions and answers, and we are going to do our best toward supplying it.

The department is resumed in this number, and it will be continued for an indefinite period. We are first taking up a set of questions asked by the Pennsylvania Board, and other States will be considered in turn.

Unlike several other journals, who have attempted this work during the last year or two, we shall give each examination in its entirety, right straight through from A to Z. Questions selected at random from different States and from different examinations do not serve the purpose. A prospective applicant wants to know just what ground is covered by a given State board, and he wants to see how the whole examination looms up.

Furthermore, we discovered several years ago that these answers to board questions were of quite as much interest to established pharmacists as they were to unregistered clerks. Every man likes to review his knowledge, and this affords a very nice way of doing it.

ROUGHLY PUT.

The early beginnings of the retail store are not hard to trace. Merchants, back in the dim ages, carried their wares in packs; were peddlers, if you will. Then came the displaying of these wares in market-places and on the streets; and then, finally, the store.

We have progressed to the point where it is no longer proper to hail every man and woman we see and try to make a sale.

Instead of attracting attention by crying our wares, we clothe our claims in printer's ink and send these forth to work their mission. Instead of making a crude display on the sidewalk, we decorate a costly interior, and spend large sums for artistic containers and elaborate furnishings.

The modern method is much more subtle and dignified.

And yet, in essence, is it different? Are not the underlying principles the same?

Isn't a store—even a drug store—established for the purpose of selling goods?

There is, however, still another consideration. From the time that the human mind began to assert itself those who have had the good fortune to be a little better equipped intellectually than their fellows have been given a higher place in the estimation of the public. In the past, in erecting its standards, the world has seemed to accede to the idea that superior learning centered in religion and in medicine.

A man engaged in a pursuit connected with the mysteries of medicine must have brains and must therefore be somebody—that is the way it has been figured out.

And is yet.

Obviously it follows, then, that the man running a drug store is not merely a merchant. His calling presupposes a certain degree of learning which entitles him to a corresponding degree of respect.

And here comes the difficulty: how to mix the heritage of the peddler with the lordly mien of an intellectual aristocrat!

Roughly expressed, perhaps; but isn't that the situation?

PROSPERITY COMING?

Roger Babson, the Massachusetts efficiency expert, may or may not be a true prophet, but what he says has a way of finding wide publicity. This might possibly be attributed to an abnormal development along the line of efficiency in advertising, or to the fact that he possesses unusual ability as a word-joiner, or to the circumstance that he sometimes says what the public wants to hear—or to all three of these. We don't know; we are not

well enough acquainted with Mr. Babson, his work, and his past to be able to judge.

But quite recently he got off something in a newspaper interview that is entitled to at least passing consideration. Basing deductions on what it costs both sides in the big war in Europe to carry on their wholesale killing propaganda, he reasons that the war can't last much longer. Sherlocking a step farther, he points out that after the warring nations have laid down their arms and returned to a peace footing they will find themselves—some of them, at least—in very reduced circumstances. An infinitude of wants will face the people on all sides. Much of what has been destroyed will have to be replaced.

When Europe must buy, America will sell; and that means for the United States a period of prosperity such as it has never before known. Millions of customers clamoring for goods all at once—that is what Mr. Babson sees. This period of frenzied buying will be of short duration, because Europe will be poor; but until immediate, pressing and absolute wants are supplied there will be more customers than can well be taken care of.

All of which seems reasonable enough, in the abstract.

The Wellesley Hills man predicts that the war will be ended, one way or the other, some time before the close of the coming November; and this was the point we had in mind when we intimated that Mr. Babson may or may not be a true prophet.

MORE ARTICLES NEEDED!

You know about those prize offers the BULLETIN is making this year for papers on certain subjects? Well, we haven't yet received as many contributions as we should like, and we appeal to you once more to write out your experiences for submission in one or more of these contests. Here are the five topics yet open:

1. Some Crises I Have Faced.

2. How I Have Increased My Sales.

3. What I Have Done to Cut Down Expenses.

4. Amusing Experiences I Have Had in Collecting Bills.

5. Prominent Men As Customers of My Store.

Full particulars about this series of prize offers were printed on pages 16 and 17 of the January number, and advertising pages 14 and 15 of the February issue.

We shall pay $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on each theme. Our readers have been a little slow in submitting contributions, doubtless because they thought we should be flooded with papers. This fear has apparently kept a lot of people from writing. We want to hear from you!

Theme No. 5 hasn't provoked a single paper yet, and we thought that was one of the most promising and interesting in the entire group. What about it? Haven't you ever had any prominent men or women as steady or even occasional customers of your store?

SMILING A RECOGNITION.

One of the most profitable mental exercises in a drug store is striving to memorize the faces of customers. It is a valuable quality to be able to greet a patron with a smile of recognition, and one that the customer, no matter how marble-faced, never fails to appreciate.

Put it up to yourself. Don't you like to be recognized when you go into a clothing store to buy a hard-fronted shirt? Don't you warm back when the Head of Shirts warms up to you with a hearty grin that shows he hasn't forgotten?

Well, your customer is just like you, only possibly more so. Out of the same kind of clay, back at the beginning.

Remembering faces is easy for some; extremely difficult for others. But it is an art that can be cultivated. Persistent endeavor wins, just as it does in everything else except in inventing a machine that will develop perpetual motion and in making oneself obnoxious to a girl who is engaged to the other fellow.

Two cases of fatal poisoning have occurred recently from the dispensing of barium sulphide for barium sulphate. The latter is now used a great deal in *x*-ray work, and druggists should be extremely careful. It might be well not to dispense either when merely "barium sulph." is written on the order—at least not without first taking the precaution to ascertain just what is wanted.

PROFITS AND EARNINGS

FROM TEXAS.

Here is a man down in Texas who has not only "caught on" to our blank form in good shape, but who has filled in all the entries properly, and even figured his own percentages.

1. Cash received from all sales and book accounts		$ 45941.98
2. Book accounts beginning of year	$7895.55	
3. Book accounts end of year	$8308.53	
4. Difference in book accounts	$ 1587.02	
5. Net sales for the year		$ 44354.96
6. Inventory of stock beginning of year		$ 26654.62
7. Purchases during year		$ 30578.03
8. Total cost of merchandise		$ 57232.65
9. Inventory of stock end of year		$ 28225.69
10. Net cost of merchandise sold during year		$ 29007.16
11 Gross profits		$ 15347.80
12. Current expenses		$ 8348.51
13. Net profits		$ 6999.29
14. Total income from business		$

Mr. Texas is surely entitled to a Demorest silver medal!

He has a good business, too. He writes that receipts fell off a little last year, but that he isn't kicking. Nor should he. A net profit of 71 cents short of $7000 isn't so bad, is it?

The drug business would be a fine game if every store could clean up $7000 a year!

We have verified our Texas friend's percentage figures and find them correct. Here they are: gross profit, 34.6; expense, 18.8; net profit, 15.8.

AN ERROR SOMEWHERE.

This statement, which comes to us from a South Carolina store, must contain a Senegambian, somewhere, and it is printed partly because it shows how easy it is to become confused.

In preparing the form which is presented

1. Cash received from all sales and book accounts		$15276.77
2. Book accounts beginning of year	$00.	
3. Book accounts end of year	$00.	
4. Difference in book accounts	$....00	
5. Net sales for the year		$ 15276.77
6. Inventory of stock beginning of year		$ 4000
7. Purchases during year		$ 9362.25
8. Total cost of merchandise		$13362.25
9. Inventory of stock end of year		$ 7483.92
10. Net cost of merchandise sold during year		$ 5878.33
11 Gross profits		$ 9398.44
12. Current expenses		$ 3620.37
13. Net profits		$ 5778.07
14. Total income from business		$

herewith, we followed our correspondent's own figures down as far as "gross profits." Here we diverged radically. Our South Carolina friend made his gross profits $5914.52. We get $9398.44. Quite a difference!

But it is evident that $9398.44 is wrong, for that would mean a gross profit of over 60 per cent.

We have no way of knowing where the trouble lies. Our blank form was followed, and the figures are all before us. What has happened, we take it, is that an error has been made somewhere in transferring one of the entries from our correspondent's books.

A NEW YORK STATEMENT.

Here we have a store which is making only 7.6 per cent net profit. It isn't quite enough, it would seem. Ten per cent is the average for a business of this size.

Net sales for the year are $11301: gross profits, $3782.75; expenses, $2913.92; and net profits, $868.83.

The percentage of gross profit isn't quite what it should be. It is 33.4, and 35 to 40

1. Cash received from all sales and book accounts		$11480.90
2. Book accounts beginning of year	$455.60	
3. Book accounts end of year	$275.70	
4. Difference in book accounts	$ 179.90	
5. Net sales for the year		$11301.00
6. Inventory of stock beginning of year		$ 2261.82
7. Purchases during year		$ 7273.04
8. Total cost of merchandise		$ 9554.86
9. Inventory of stock end of year		$ 2016.61
10. Net cost of merchandise sold during year		$ 7518.25
11 Gross profits		$ 3782.75
12. Current expenses		$ 2913.92
13. Net profits		$ 868.83
14. Total income from business		$

would be better. The percentage of expense—25.8—isn't bad, although if it were reduced about 2½ per cent the legitimate 10 per cent net profit might be attained.

A JAPANESE BUSINESS.

A statement has been sent to us from Japan, but inasmuch as it covers a combination wholesale and retail business it is of but little use by way of comparison in an ordinary drug store. It is merely interesting.

The annual sales, net, November, 1913, to November, 1914, were $78,389.24, and nearly a fifth of this went onto the books; that is, was credit business. The net cost of merchandise sold during the year was $49,146.06, and the expenses were $17,475.83, the latter covering all salaries, including the manager's.

We find the percentage of gross profit to be 37.3, and of expense, 22.2. The net profit, consequently, is 15.1 per cent.

This business, run by an American, is but four years old, and the showing is surely creditable.

ABOUT PEOPLE

PRESIDENT OF THE MEMPHIS DRUG CLUB.

The members of the Memphis, Tennessee, Drug Club have for their president Edward V. Sheely. For sixteen years Mr. Sheely has successfully conducted what is now one of the most prosperous retail drug stores in the city of Memphis. He is vice-president of the State

EDWARD V. SHEELY.

Pharmaceutical Association and a loyal member of both the Memphis Business Men's Club and the Colonial Country Club. Mr. Sheely is a man of ideas.

HEAD OF THE HOUSE.

W. S. Richardson is chairman this year of the House of Delegates of the American Pharmaceutical Association. This distinction was attached to others he has enjoyed on the occasion of the near-recent meeting of the A. Ph. A. at Detroit, which is in the State of Michigan.

Mr. Richardson conducts a modern pharmacy on the corner of Fourteenth and R. Streets, Washington, D. C.

But perhaps we had better qualify that "conducts a modern pharmacy" phrase somewhat, before we go any further, for Mr. Richardson won't like it. He is much too direct and democratic. "Runs a drug store" will suit him a great deal better—so please read it that way.

For a number of years the present head of the A. Ph. A. House of Delegates was chairman of the legislative committee of the

W. S. RICHARDSON.

N. A. R. D. This is a prominent and important position, for the N. A. R. D. concerns itself largely with legislative matters and has done excellent work in this direction.

A DRUGGIST IN THE EUROPEAN WAR.

W. R. Rierdon, of Madoc, Ontario, has gone to the front with the British army as

major in one of the artillery batteries. The Canadians have flocked to the assistance of

the mother country in large numbers, and Major Rierdon has left his pharmacy for an indefinite period in answer to the call of duty. Though unmarried, our picture shows him fondling the family cat. The photograph was evidently taken back of his store.

A NEW COMMISSIONER IN MAINE.

Horace C. Buxton, of Fort Fairfield, Maine, manager of the Fort Fairfield Drug Co., has recently been appointed to serve as

HORACE C. BUXTON.

one of the three Commissioners of Pharmacy for the State of Maine. Mr. Buxton was graduated from the New York College of Pharmacy with the class of 1898. He is one of the leading members of the State Pharmaceutical Association and takes an active part in directing its affairs.

MR. RYAN'S ACCIDENT.

Frank G. Ryan, president of Parke, Davis & Co., had the misfortune last month to slip on the ice and break his right leg in two places below the knee. He is confined in his rooms at the Pasadena Apartments, and does not expect to be out much before the first of April. In the meantime a wheel-chair helps to make him comfortable, and a telephone at his elbow enables him to keep in direct touch and contact with the business.

THE EDITORSHIP OF THE JOURNAL OF THE A. PH. A.

It seems to be generally understood that E. G. Eberle, of Dallas, Texas, has been appointed to the editorship of the *Journal of the A. Ph. A.* No official announcement has apparently been made yet, but it is said that Mr. Eberle was appointed some time ago by the Committee on Publication of the A. Ph. A. Council. Joseph W. England is chairman of this committee, and is doubtless chiefly responsible for the appointment.

It was expected that an editor would be elected at the annual meeting of the association last August. The Council didn't seem to find the man it wanted, however, and it was decided to hold the matter in abeyance. Acting-Editor Marshall was continued in charge of the *Journal*, and the general secretaryship of the asso-

E. G. EBERLE.

ciation was reluctantly accepted for a year by Ex-President W. B. Day of Chicago.

Mr. Eberle some years ago founded the *Southern Pharmaceutical Journal*, of which he has since been the publisher and the editor. He is an ex-president of the A. Ph. A., and for some years now has been chairman of the Council. We suppose, if his appointment turns out to be the fact, that he will become both editor of the *Journal* and general secretary of the association, and thus fill the dual position which James H. Beal occupied with such marked ability and judgment for several years until poor health compelled him to retire last summer.

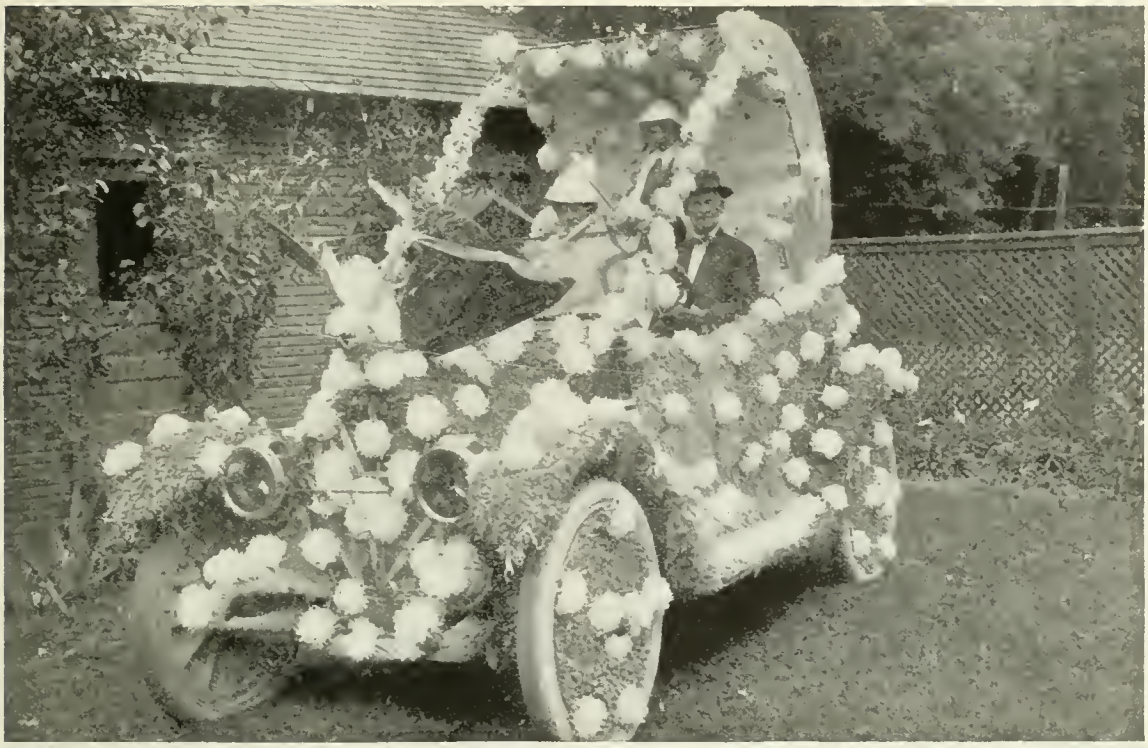
Frank G. Ryan,
Detroit.

Wilhelm Bodemann,
Chicago.

Henry P. Hynson,
Baltimore.

Joseph Helfman,
Detroit.

Snapshots of well-known men.



A Druggist's Car.

Druggists are sometimes clever at other things than rolling pills. John Culley, of Ogden, Utah, a prominent member of the Board of Pharmacy of that State, recently decorated his runabout in the fashion here shown and captured first prize in the "Annual Fashion Show" in Ogden. Rather clever!

A Handsome Store.

The Patterson Drug Company in Bend, Oregon, has one of the finest drug stores in the State. The town is a small one, but notice the metropolitan appearance of the establishment! The manager's desk is on a mezzanine balcony over the prescription department in the rear. The soda fountain and the fixtures are modern and beautiful, and the whole place has a very engaging appearance.

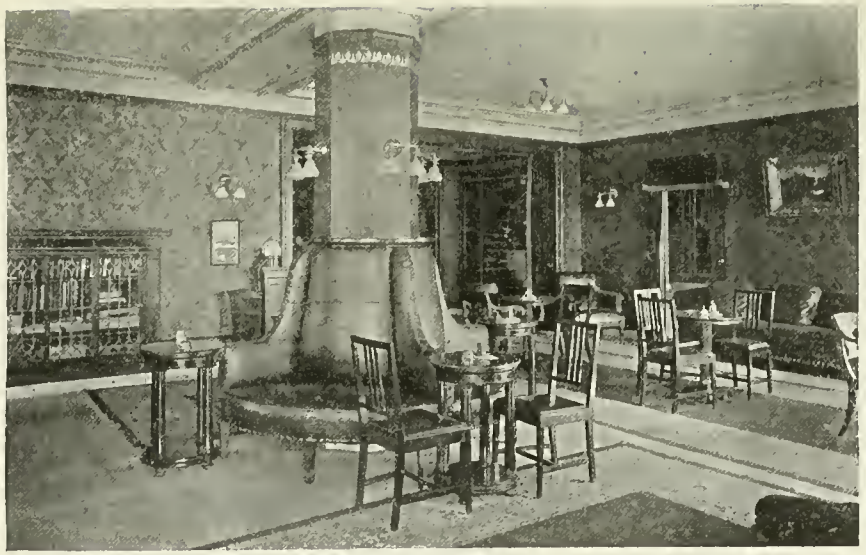
H. L. Manning, a prominent druggist in Elkins, W. Va., was a member of this hunting party that brought home two black bears. Mr. Manning is the third figure from the right (not counting the bear).

Here we have Carson Angel, a traveling salesman for Parke, Davis & Company, with a group of five hounds. This picture was snapped on a bear-hunting trip taken by Mr. Angel and a couple of his drug friends.

Snapped at the last annual meeting of the Montana State Pharmaceutical Association—J. C. Hoge, Kalispell, at the wheel. The other men are Emil Starz, Helena, A. W. Huxsol, Culbertson, and C. L. Kerr, Parke-Davis manager in Minneapolis.

Lawton Miller, in the Bombay office of Parke, Davis & Company, sends us this picture. It shows a number of sailors from an American gunboat just after they had had a game of baseball in Bombay. Mr. Miller is the second standing figure from the right.

Just Four Pictures.



Reception Room.

Main Dining Room.

Ladies' Dining Room.

Men's Grill.

Views of the Drug and Chemical Club of New York City.

Monthly Prize Questions and Answers.

To compile a good mailing list is a difficult thing—and to keep it accurate is still more difficult. But a mailing list is important. Five druggists this month describe their methods. Not only do they explain how names of live prospects can first be obtained, but they also show how to keep the mailing lists up to the highest standard of efficiency. These five papers are decidedly worth while from the view-point of the druggist who is casting about to find additional outlets for his merchandise.

What is the Best Way to Secure a Mailing List?

Answers to a question announced in October.

PRIZE ARTICLE: WORKING UP A DEPENDABLE LIST.

By James M. Conklin.

Names compiled from local directories, telephone books, assessors' registers, newspaper subscription records, etc., can be used as a basis upon which to build a serviceable mailing list.

Using this list as a starter, a really live record of possible patrons can be built by selecting from it the names of persons who respond in one way or another to the various literature sent them.

James M. Conklin.

A good way to stimulate responses from a general list like this is to mail coupons which, when properly filled out and returned, are redeemable for some kind of an inexpensive souvenir. In this connection, it has been my experience that the offer of a calendar or some little article costing from five to seven cents produces a surprisingly large number of replies.

SEND OUT LITERATURE PERIODICALLY.

In sending out advertising to this list the work should be done at regular intervals. I have found that something worth while can be said at least once a month. Having a definite date on which to mail the advertising matter puts the work on a businesslike foundation and impresses the prospect vastly more than does a haphazard manner of sending out the material whenever it happens to be thought of by the druggist.

Aditional names can be obtained by having a booth at a county fair and either making use of redeemable coupons in connection with the display or by conducting a guessing contest requiring the participants to register their names and addresses.

An exceptionally good opportunity to get a useful list of names is offered to the druggist who employs a demonstrator to introduce his specialties in nearby communities. The canvasser can readily secure the names of, and considerable information about, every person called on.

By consulting public records, names of automobilists in the vicinity can be obtained. Advertising such items as lunch kits, glass eyeshields, auto polish, hand cleaners and the like to the car owners has brought us good returns.

UTILIZING THE NEWSPAPERS.

Birth notices clipped from the local newspaper are made to pay well by sending congratulations to the parents and calling attention to the various baby preparations carried.

Names of dog owners can be secured from the license records and are useful in advertising dog remedies.

I keep the names, addresses and whatever information I have about these people concerning the particular lines of goods likely to appeal to them on ruled cards measuring three by five inches. One card is used for each name. Where there are several cards for the same family I rivet them together in the lower left-hand corners. Thus when I wish to get a particular letter or other piece of advertising into a house I can tell at a glance to which member of the family it should be sent.

The cards are divided alphabetically by lettered guides and kept in boxes. One box is used for each part of the city and one for each rural route. By keeping the names separated in this manner the process of correcting or making additions to the list is much simplified. This system of filing also enables several people to address the envelopes or wrappers at the same time.

A PREMIUM SCHEME THAT SECURED 1800 NAMES.

By Walter A. Lenrow.

Several years ago my preceptor worked out a very good plan for securing an up-to-date mailing list that proved itself of great value to us in our business. To secure the list cost a little money, but we were well repaid for all time, trouble and money expended.

Here is the scheme: We had printed 2000 cards measuring 3 by 5 inches each. A good quality of pink-colored stock was used and a deep-green ink employed, producing a very handsome combination.

On one side of the card it was stated in bold letters that for the return to our store of the card properly signed by either parent of a child, together with his, her or the family's street address, we would give away free a handsome wooden ruler and a pencil. In the corner was an advertisement concerning the quality of our general line. On the reverse side our cough remedy ad. appeared.

DISTRIBUTING THE CARDS.

It was stated that the premiums were to be given out for one week just prior to the opening of school, and only at certain specified hours. The greater part of the cards was given out to both children and grown-ups during the four weeks previous to the time of distribution for the premiums. The balance was disposed of by means of a house-to-house distribution in the neighborhoods just beyond our regular territory. The purpose of this stunt was to reach new trade, and it certainly worked out well.

We ordered 2500 each of good rulers and pencils. The pencils had printed on them our name and address, while the wooden ruler carried a general advertisement of our store.

The premiums were given out from the back-room window, at specified hours, so that the mob did not interfere with our regular business. The harvest comprised some 1800 names, besides causing our store to be talked of for weeks.

NAMES THAT BROUGHT BUSINESS.

Many of the names came from the new territory, and proved excellent material for circularizing. The cards were filed in alphabetical order—thus they were always ready for use. They also served as an excellent directory for many inquirers, and we were thanked time and again for the convenience the list afforded.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **Why I became a druggist.** *Submitted by Clifford H. Rudes, Utica, N. Y.*

2. **What chance does a drug store have against other stores in the sale of phonographs?** *Submitted by G. T. Getmon, Lyons, N. Y.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by April 10.

Besides this method for securing names we copied the election registry lists, which by themselves furnished excellent material, useful in advertising items of special interest to men, such as cigars, shaving preparations, or suspensories. These election lists serve also as a means for an annual checking of the names.

Another way for securing material is to get hold of the various petitions circulated in the neighborhood from time to time, and copy whatever names are desirable.

When we put in a new line of goods that required advertising, we used our mailing list. Then we had our personal appeal letters in which we exploited our own preparations.

Did it pay? Well, I guess it did; and I'm trying to follow up this same scheme myself. That ought to be evidence enough.

A NEW LIST EVERY YEAR.

By Fred R. Dunning.

We have always kept up a mailing list, but have paid especial attention to this means of advertising since the present system of rural routes was established.

Beginning about December first each year we distribute one thousand calendars to our customers. When we are ready to begin the annual distribution we advertise the fact in our local paper. Then as we give out the calendars to those calling for them we ask each person in return to give us his name and address.

These names are entered in a book kept for the purpose. They are classified by rural routes according to whether the owners of the names receive their mail through the local post-office, or from offices located at a greater distance from the store. Names of persons living too far from the store to be effectively reached by the advertising are not added to the list.

WHAT THE LIST IS.

When our calendars are finally distributed we have a list of eight or nine hundred names of persons who have visited our store. The portion of this list which we use and value most is that comprising the names of farmers who are reached by the carriers on the rural routes from our local post-office.

We make up a number of these lists, using a mimeograph to make the copies. One of these copies is always kept in a pigeonhole in our desk for convenience in making corrections.

There are several methods that we use for revising the list. One valuable help is the local paper, where a great many changes in residences through the country are noted in the rural correspondence items. When the local post-office receives a bunch of advertising sent out for us by manufacturers using our list, we ask the postmaster to put all the pieces which cannot be delivered into our box. In this way we are able to cross off from our record all dead names.

RURAL CARRIERS HELP US.

As we are acquainted personally with all the rural carriers in the vicinity, we occasionally ask each of them to look over his own route and cross off the names of any persons who have moved. At the same time we get the names of the persons who have taken their places.

In these ways we keep our desk copy of the names revised up to the minute, and when we have a call for a list it is but a moment's work to revise one by comparison. We make up lists enough to last about one year, as by the end of that time the corrections are so numerous that they become burdensome.

We check up our list each winter from the names of those who have received our calendars, and usually make the new copies about May 1, after the farmers are through with spring moving. We sell quite a few lists to other merchants in our town, and have some calls for them from outside firms.

GETTING THE CHILDREN TO CO-OPERATE.

By W. J. Rawls.

Here is the plan I use in order to secure a satisfactory mailing list:

First I have printed some slips as follows:

My name is.....
My father's initials are.....
I live at No.....Street.
I get my mail at.....
My birthday comes.....
I will then be.....years old.
My telephone number is.....

I then secure the services of about six intelligent ten-to-twelve-year-old boys and girls who are able to write plainly. After giving

them careful instructions I send them out, assigning each one a certain territory in which to work.

These agents go from house to house and secure from one boy or girl in each family the information necessary to fill out a blank similar to the foregoing. They come back to the store when they have secured a dozen or so names in order that I may inspect them. If the information is all right they are allowed to continue. I pay one cent for every slip returned to me properly filled out, getting in this way the needed information concerning the child and its parents.

I very often mail to the boys and girls whose addresses I have secured such advertising literature as I wish to be called to the attention of the grown-ups. A child is so proud to get mail addressed directly to him that he will read every word carefully and then show it to his mother and father, as well as to each other member of the family, and to all the neighbors.

This makes the father and mother, and all the others, feel kindly toward you and your store. I believe this is the best way to reach the parents, for if you were to mail the same thing to the mother and father, they would, in all probability, merely glance it over to find out where it was from, and would then toss it in the waste basket.

A STORE PAPER.

We get out a monthly store paper from our own printing plant which is contributed to by these and other boys and girls. The contributions consist of stories, compositions, recipes, etc., for the best of which we offer suitable rewards each month. Every one on our mailing list is a free subscriber and receives a copy of each issue.

We also make a practice of securing the name and mail address of every new customer who telephones in an order, recording the information in a book kept for the purpose. By these means we are enabled to secure, and to keep up, a list that is of much value to us in creating new business.

SECURING NAMES IN A FARMING COMMUNITY.

By J. T. Jones, Jr.

Our town is a small one of about 800 population, but it is surrounded by a number of prosperous farms devoted to fruit, truck and general farming. It is from these farms that many of our customers come.

To secure the names of people residing in the adjacent territory we use a simple plan that involves but little expense and trouble.

Each year we buy at least five hundred special calendars having large, distinct figures. In addition the calendar has a weather chart designed especially for this State. This feature is particularly appreciated by the farmers.

When we give out a calendar we ask the one receiving it to tell us his name and address. We explain to him that he will get letters during the following year entitling him to samples that we intend to distribute. This explanation causes the farmer to be on the lookout for any mail from our store—a most valuable feature.

In distributing the calendars we try to get one into every country home, thus giving us a large number of names and at the same time securing a wide distribution for our advertising matter. With each calendar handed out we include an almanac bearing the store's imprint and a folder exploiting some of our own preparations. This way of securing names insures us an active list of people favorably inclined towards the store.

An ordinary school tablet is used on which to record the name, address and any other information concerning the person who receives the calendar. When the distribution is complete the names are arranged alphabetically and carbon copies of the list made.

While securing the list a splendid opportunity is offered to become better acquainted with the prospective customers and to call their attention to a few of the special lines we carry. Sometimes when a man gives his name it will be remembered that he owes the store a small account. A mention of the matter brings it back to his mind and quite often the account is balanced.

Next month the following theme will be discussed in this department: "Is it Worth While to Handle Garden Seeds?"

"How I Keep Myself in Good Health."

The druggist is only with difficulty a healthy man. His life is too confining. The authors of these four papers have faced the situation squarely. They have realized that health is part of their working capital and they have taken the necessary measures to preserve it. How and when they do it make interesting reading—and profitable reading as well. The means to the end are not the same in the four cases—far from it. Each man has worked out for himself the method best suited to his individual needs. But they all reach the same goal—that of maintaining a physical condition that enables them to cope successfully, cheerfully, with the problems that arise every day in their business.

RIDING AWAY FROM ALL WORRIES.

By Chas. H. Noyes.

We pharmacists of sunny Southern California possess certain natural health-preserving advantages over our eastern and northern brothers, whose store-doors, by reason of a vigorous winter climate, must be closed for

Thousands of feet above the sea-level.

five or six months out of the year. Nevertheless, we are subject to the same lengthy hours of labor, the same close attention to business, and the same irregular hours for sleeping and eating that is the lot of all druggists throughout the country.

About eighteen months ago, after ridding myself of the idea that recreation and pleasure are things a druggist should waste no time with, I purchased an automobile. I argued with myself that I could make profitable use of the machine in my business, and so I have in many ways. However, the car was bought primarily for recreation, and it is as a health preserver that it has paid dividends on the purchase price many times over.

Before I joined the ranks of "speed fiends" my health was not of the best. My appetite was uncertain, due to too many lunches at the prescription desk. I suffered from morning headaches and the grouchy feeling caused by the nervous strains of the day before, augmented, perhaps, by a night visit to the store. I had stomach and liver derangements brought about by the irregular living incidental to the drug business.

Today I am free from all these and the automobile has done the trick.

A druggist, honestly interested in his business and living squarely up to all its demands, has little time to spend in the open; his holidays are few and short. When he does find time in which to travel it must be with something that goes—a horse is too slow.

HOLIDAY TRIPS.

I take three evenings and every Sunday afternoon off each week, and occasionally I have

A drink by the wayside.

for recreation a Saturday and the following Sunday. Excursions to the city of San Diego, with its "Harbor of the Sun," or to a near-by beach, do very well for the evenings or Sunday afternoons. But it is when the occasional longer holiday presents itself and the kiddies

and the "silent partner" get aboard and we speed away for a hundred-mile drive through the beautiful back country of San Diego county that the real joy comes.

We spin along level stretches of good roads (San Diego county is famous for the excellence of its roads) through orchards of lemons, olives and grapefruit, past vineyards, and finally up steep mountain grades, until we find ourselves in forest thicknesses. Here are running small streams of water. Here abound the wild oak, the sycamore, the beautiful manzanita and the tall sentinel-like yucca tree.

Among environments like these, close to the heart of nature and in the pure, stimulating mountain air, I renew my strength, clear my mind, and forget all my worries. In these big out-of-door places the petty cares of yesterday's business quickly vanish from memory, and I always return from such trips refreshed many times over, better equipped physically for any kind of work that can possibly confront me.

OUTDOOR LIFE THE SECRET.

By Tom Rogers.

I attribute my good health to plenty of outdoor life. While other business men ride in autos, I, as a rule, take a walk.

Once a month, at least, I go for a five-to-ten-mile jaunt. Nothing takes the kinks out of a fellow like an all day's walk.

Not possible for most of us, many of you will say. But I say, Yes. Any one can indulge in a walk—be it in the city or country.

If not a walk, try the buck-saw, or the lawn mower.

The pedestrian is a hardy fellow. His jaunts put new blood into him, and prolong his life. They inure him against hardships as nothing else can.

A TRIP TO ALASKA.

I know whereof I speak. In February, 1898, I took a boat for Juneau, Alaska, followed up the coast, and crossed the range over the Chilkoot Pass, and went clear down to St. Michael at the mouth of the Yukon—a 2000 mile run in an open boat without mishap or sickness; and that, too, mind you, in a temperature as low as 60°.

Could I have stood the attendant hardships had it not been for these walks I speak of?

In 1900 I stepped out of a hot, stuffy drug store and went to Nome, sleeping out all the while in the open, where men died by the dozen from pneumonia all around me. That I escaped a similar fate, I fully believe, was owing to my early training.

When old Father Time begins to hang around and insists on whispering in your ear that you are getting gray and that it is about time they laid you away on the shelf, it is a mighty good plan to soak that venerable old geezer in the solar plexus and take a walk!

THE CALL OF THE OPEN.

Anyway, I love the open. I love the call of the Chinese pheasant down in the pasture, the whistle of the quail, the honk of geese going north, and the trill of the meadow-lark on the old stake fence. I love the balmy whisperings of the golden-russet sombreness of October, the leafy greenness of June, the sullen roar of the Pacific breakers, the music of the brook, the silver sigh of the river. I love even yet to get between the plow handles, to milk a cow, to drive a binder, to feed a thresher. I love earth's earthy smells, and on the trips I take I forget that there ever was such a thing as a drug store or a pill tile or a spatula. And when I top an eminence and look below, what do I see? Why, God's prescription blank, in all its glory!

And I understand.

VARIETY IN RECREATION.

By M. K. Barber.

My many and varied recreations serve to keep me in proper physical trim. Although my store is open seven days a week, from quarter after seven in the morning to ten-thirty at night, I find plenty of time to enable me to get the relaxation necessary for my well-being. I do not secure my time off at the expense of my clerks, either. Our working hours are the same.

I belong to a number of lodges, and at different times during the year I go to neighboring towns to attend the various fraternal "hurrahs" and to have great times generally. Several of the orders in which I hold memberships have, as parts of their organizations, uniform bodies that resemble military companies. I take an active part in these military branches and act as an officer in some of them. For sev-

eral years I served in the United States Volunteer Service—the militia—and secured there much valuable training that has aided in keeping me in a condition of physical fitness.

I like to take long walks into the country and to go on occasional hunting and fishing expeditions. I like to go to a baseball game where I can root for the home team, and if necessity demands it, "rag" the umpire when his decision does not suit.

A MEMBER OF THE FIRE DEPARTMENT.

One of the many means of recreation by which I keep in good health is by having a membership in our volunteer fire department. Ours is a little city and a regular department is not required. The other firemen are also business men, so that it is not beneath my dignity to run to fires.

When the big old fire-bell rings I dash out the back door, go down the alley to the station, jump up on the big combined engine and hose wagon and away we go! Sometimes at fires we get wet up considerably, but it never seems to hurt. It is the joy of the game that starts the red blood coursing through me.

One reason, and perhaps it is the best one of all, why I keep in good health may be due to the fact that I carry about $15,000 sick and accident insurance. I have done this for years and have never had occasion to draw a penny on my policies.

I try to be temperate in all things—I belong to the "Don't Worry" Club. I do not use intoxicating liquors. I do smoke, however, but not to excess. I take my time while eating and eat only at regular hours.

ADHERENCE TO A REGULAR PROGRAMME.

By S. C. Madden.

My health is a part of my working capital; it furnishes the endurance that enables me to stay in the game, to be in the business race all day and still be fresh at the finish.

To keep my body properly nourished and to provide sufficient exercise for it, I try to follow as closely as possible a programme that I have mapped out.

On awakening I get up at once and go to the open window and there take several deep breaths of the pure, cool air. I do not lie in bed day-dreaming or dawdling. When the deep breathing is over with I take a good drink of pure water.

I then exercise for a few moments by performing some simple calisthenics in which I endeavor to bring into play the muscles of the various parts. A proper cleansing of the body follows the exercises.

By this time I am ready to partake of a light breakfast. In all my meals I am particular to choose the foods that are best suited to my especial needs. I masticate the food thoroughly. A heavy meat diet, I have found, is to be avoided.

OCCASIONAL RELAXATION HELPS.

After the morning meal the work of the day is taken up, and if it happens to be strenuous I stop occasionally and relax, even if it be but for a moment or two at a time. When the day's work is done and the properly chosen meal is eaten, I forget all about business and its attendant worries.

In the evening I indulge in some healthful pleasure that furnishes recreation for both the body and the mind. I take a ride or go to a picture show or mingle with friends or perhaps read a good book—in fact, I do anything that appeals to me as helpful and wholesome. After the day's activity I go to bed at a reasonable hour and sleep soundly until morning.

I find it of advantage in the pursuit of health to have interests outside of the ordinary routine of my work. I try to get away from the town, mentally. I try to know what is going on in the world, to keep abreast of the times. The reading of good magazines and books helps wonderfully in this connection.

Short vacations of a day or even of half a day are decidedly beneficial. Personally I get much healthful enjoyment from a day afield with dog and gun or from a day spent in whipping the stream with rod and line.

Nature does her best to keep a man in a healthful condition, and it is only when he breaks her laws of well-being that he suffers.

The headline feature in the April Bulletin will be three striking papers on the subject of "Hobbies I Have Made Pay."

THE EXPERIENCES OF A TRAVELING SALESMAN

1st Installment

By J. E. E.

Basing the statement on a decade of road work, it would seem to me that fully 95 out of every 100 drug clerks have an itch to become traveling salesmen. This inclination is not always made clear by actual word of mouth, but here and there it crops out unmistakably; and very often, indeed, a salesman who makes calls regularly is asked for assistance in the matter of helping a youngster get a start.

Nor is the longing for the road altogether confined to clerks. I have known literally hundreds of proprietors who at least at times felt very strongly the call of the grip. Old men, some of these, too; men, possibly, whose necks were galled by what they considered the hard grind of the drug business, and who gave way to the prevailing impression that a salesman has a very easy time of it.

Road life "looks" easy. A certain glamor seems to attach to it which makes it a very desirable occupation to those who are tied down. The moving about from place to place appeals, as does also the seeming lack of direct responsibility. The fact that a traveling man always puts on his best front when making a call at a store does not seem to be considered. It would appear at times that the general impression prevails that a salesman is always good-natured and well pleased with the life he leads. The circumstance that he may be away from his family for days—possibly weeks or months—at a time, does not seem to be taken into consideration. That he must sell a certain amount of goods in order to hold his job—this, too, is glossed over. That he must be constantly up against all sorts and degrees of conditions in the matter of hotels and transportation facilities—this seems real fun. So, taken altogether, the picture that one without experience paints for himself quite outdoes the colored chromos that used to come with a box of raisins.

Nevertheless, road work is good work for those who like it. There are men who do. I know of dozens of traveling salesmen who wouldn't be engaged in any other kind of occupation if they could help it. It appeals to them as perhaps nothing else would. They fit in, like the proverbial duck's foot, and are well satisfied with life in all its aspects.

But to get back to the clerks. An illustration of the view they take of the status of a traveling man may be found in a circumstance connected with a certain murder case that was tried in a town in which I once lived. I was the senior cub in a store in the village in question. One of the witnesses in the case was the marshal from a neighboring city of modest size. He was a big, black mustached, upstanding sort of man, and one day he came into the store and bought a five-cent package of licorice for a tickle in his throat. I waited on him, and made the most of the opportunity to work up a little conversation. It had fallen to his lot to capture the man on trial, and in the eyes of all the boys in town he was more or less of a hero. We all had him spotted.

He didn't seem inclined to talk much about the case, but switched to the fact that he had once been a traveling man, and that one of the products he had sold was licorice. All his garb of heroism fell away from him at once, in my estimation. That he should have dropped from a traveling man to a town marshal was altogether incomprehensible.

And that is the way it seems to a great many. The man on the road is a notch above the man in the retail drug store—to say nothing of those who gum-shoe beats looking for tramps.

In the old fourth reader we used to use at school was an account of an elephant hunt. I don't remember the details; whether the elephant got the hunters or the hunters got the elephant—that didn't seem to stick in my mind. But a phrase, or a certain part of a sentence, did; a hackneyed sort of a phrase, at that. "After various false alarms and vain endeavors," that is the way it ran; and there it ended so far as I am able to recall.

Let us make use of that clause by getting under way. Let us say that "after various false alarms and vain endeavors" I succeeded in getting past the pharmacy board and was granted full registration; and that shortly thereafter I took charge of a drug store in a little 1200

town nestling close against the bank of the Mississippi River. This was in 1897, and I was 24 years old.

I had been on the job about three years, I remember, when one day a fat, good-natured representative of a patent medicine house blew in; yes, literally blew in. He was full of humor, new stories and a good dinner. We were alone in the store; and after looking me over for a while he finally asked, pointblank, what I was putting in my time in such a place for. That was highly complimentary, and of course it pleased me. He followed this up with the statement that I ought to be on the road. That pleased me still more. I asked him if he thought I could make good, and he said that there was no doubt about it. I next asked him how it would be possible to get a start. He then came out with what he had had in mind from the beginning, namely, that his house needed a man to put into North Dakota, that he had been instructed to be on the lookout for such a man, and that if I cared to have my name presented he would recommend me for the place.

Maybe I didn't give my fat friend a big order!

Three or four days later I received a letter from his house apprising me of the fact that on Mr. Simms' recommendation they would give me a trial without looking at me. I was to be guaranteed $75 a month and expenses—this to make sure that I would get something for my work. My real pay, however, was to be based on the goods sold. I cannot now recall what the rate of the commission was to be, for at that time it did not mean much to me; 20 per cent, I think it was.

I was to report in two weeks, the day and date being set at Berlin, Wis., where I would meet Mr. Simms, whom I was to be with for two weeks at the company's expense. This two weeks' trip under a preceptor was to constitute my schooling.

I resigned the drug-store job somewhat precipitately. Monday was the appointed day on which I was to meet Mr. Simms, and I started for the point designated Saturday noon.

In a certain city not far from where I had been located it was necessary to change cars; to change from one road to another, in fact. When I reached this point and undertook to make the change, I found that I had to lay over five or six hours. I walked up the principal street of the city, taking in the sights, and while my face was tilted upward looking at the top stories of the tall buildings I was unceremoniously jabbed in the stomach by some one who evidently thought he possessed unusual rights.

I dropped my head to its wonted position and met the smiling face of a friend of mine who had been in the habit of selling me a few cigars, at the old stand back on the bank of the Mississippi. He wanted to know what I was doing so far away from home without a chaperon. I told him, and while we were talking we went into a cigar store to invest in a pair of smokes. In this store were two young men, busily engaged in earnest conversation. My friend butted in and introduced me; he also told them of the move I contemplated making.

These two young men were connected with a local wholesale drug house, and both knew me, in a way, through my dealings with their company. One of them asked what line I proposed handling. I went into detail, coughing up the entire layout; and then came the question which changed my plans very materially.

"Why don't you connect yourself with a real job?" the pink-faced one inquired.

Quite naturally I demanded to know what he meant, and his response took some of the breath out of my upper lobes.

"Come down to 'the house.' We'll give you a job," he replied.

This was Saturday afternoon, mind you, and 'the house' was closed. By going into the matter more in detail I learned that the young man who had made this staggering offer did not have full power to do the hiring. This rested with the head of the concern whom I must see Monday morning. I was assured, however, that the young man's recommendation practically cinched the matter.

I acted immediately. I went to the Western Union office and telegraphed the company from which I had received the original offer that I would be unable to meet Mr. Simms as instructed. I asked to be informed where I might find him a week later. I did not propose to entirely burn my bridges, you see.

It need not be said, probably, that I was on hand bright and early Monday morning. I met the pink-faced young man by appointment, and he took me into the holy of holies and introduced me to the "boss." The young man then left us, and I was alone with the man who held the seven keys to Baldpate.

Mr. Higgins looked me over rather critical-

ly, and asked me to be seated. He then excused himself for a moment, and finished writing a post-card he had been at work on when we entered. He used a blue indelible pencil, I recall. I sat and waited. Presently he turned to me and said that he had been informed that I wanted to enter their employ. I said that I did.

"Have you ever had any sales experience, other than that obtained in a retail store?" he inquired.

"No, sir," I replied.

"Do you feel that you can make good?" The question was very coldly put.

I responded that I could see no reason why I should not.

"How much salary do you expect?" he then demanded.

I was at a loss how to answer and frankly told him so.

"How much have you been getting, where you came from?" he asked.

I told him seventy-five dollars a month.

"We can't pay that," he said abruptly.

I was dumbfounded. Could it be possible that a traveling man received for his services less than three or four thousand a year? Were not the services of road men held at a higher value than those of the manager of a country drug store? It didn't seem possible that I had used the proper amount of Pear's soap in my ears that morning.

Mr. Higgins went on to explain: "What we need, right now," he said, "is a city salesman. Should you enter our employ, we will want you to make all the drug stores in this city, and a great many other stores and institutions besides. In addition to that, we would give you a three days' trip every two weeks, out on the road. This trip will be made a part of the city work for the reason that we have a number of towns adjacent to our headquarters which do not seem to fit into any other man's territory; we would therefore give them to you"

City salesman!

I will admit that I was somewhat dazzled. I wanted that job; so badly did I want it that for the time being the mere incident of remuneration did not loom large in my mind. Nevertheless, I was shrewd enough to remonstrate. I told Mr. Higgins that I had always been under the impression that a traveling salesman, to say nothing of a city salesman, received good pay; much more than a druggist got; and that I was therefore somewhat disappointed by the sound of his voice. He smiled—one of the few smiles that I ever saw come to his features—and informed me that the company did not have a traveling salesman on its list who drew $1200 a year for his services. I then referred him to one of his men with whom I was well acquainted, and asked point-blank what that man got.

"Sixty dollars a month," responded Mr. Higgins.

I nearly fell from my chair, for if ever there was a well-dressed and lordly man, one who threw on the musk and the dog in most approved style, it was the chap to whom I had referred. And sixty dollars a month! It didn't seem possible.

Well, it is useless to prolong the agony. Before I left Mr. Higgins' office I had entered his employ. He had written my name on a little slip of paper, using again the blue indelible pencil, and opposite the name he had placed a 6 and an 0.

I went back to my hotel, went to my room and sat down to think it over. And suddenly a very important item came to my mind. Was I to pay my own expenses? I went to the telephone and called up Mr. Higgins. Yes, I was supposed to pay my own expenses, except those days when I would be out on the three days' trip, every two weeks. While working in the city I was to be allowed a reasonable amount for incidentals—cigars, pop, buttermilk, etc.; but my board bill was to be footed by myself.

My 60 per month began to shrivel up like the soul of a politician. Nevertheless I had committed myself; it was too late now to back out. I would go against the game, as agreed; if it didn't suit me I was surely at liberty to side-step at any stage of the proceedings.

I was to report for duty the following morning. Meanwhile I must find a boarding place; and to that end I went out and made diligent search, gaining thereby my first experience tramping the streets of my adopted city.

(To be continued.)

The next installment of this true narrative will appear in the April issue, and it will be found of increasing interest and readability.

WORKING UP BUSINESS ON AN EGG PRESERVATIVE

By FREDERIC P. FREEMAN

For six years now we have been helping our customers to reduce the high cost of living. As a conservative estimate, during the last year alone, we have saved them over $4000 in money. Quite incidentally we have increased our annual receipts by more than $200.

These things we have accomplished by selling silicate of soda, or as it is commonly called, water-glass, for the preservation of eggs.

Water-glass is not a definite chemical compound, but is a product obtained by fusing together silica and dried sodium carbonate, with subsequent solution and refining. Owing to its varying composition it is necessary when buying silicate of soda to be sure that the solution does not contain an excess of free alkali, for eggs preserved in a mixture that is too alkaline become watery and unpalatable. The water-glass used in our preservative we buy in barrel lots, and we secure a guarantee from the manufacturer stating the amounts of silica and soda present.

The method of using the compound for preserving eggs is very simple. We have found that a solution of one part water-glass to nine parts of pure water is the most suitable one to use, although many of our customers dilute the product with from fifteen to twenty parts of water and still obtain a satisfactory preserving medium. The silicate and water are mixed by merely stirring them together with a wooden stick.

PACKING THE EGGS.

The eggs may be packed in an earthen jar or in a wooden pail or cask provided with a cover. Sufficient liquid is then poured over them to cover the top layer of eggs with at least one inch of liquid. If preferred, the liquid may be poured into the jar first and the eggs dropped in a few at a time, as they are obtained.

Under no conditions, however, should there be less than an inch of liquid covering the eggs, for the efficacy of the solution depends upon the exclusion of air. It sometimes happens that the liquid, upon standing a while, assumes a semi-viscid, jelly-like consistency. The eggs, however, will keep just as well in this mixture as in the more liquid medium.

It is imperative to use only strictly fresh eggs, for those more than a week old are not likely to keep so well.

The months of March, April, May and June are the best in which to "put down" the eggs. At that time of the year eggs are cheaper, being sold at from 15 to 25 cents a dozen, and are not so likely to deteriorate as those laid during the hotter months. However, we have several customers who preserve the eggs as they are obtained all through the summer, and these people report that they have never experienced any trouble from spoiled eggs.

KEEPING PROPERTIES.

Eggs preserved in silicate of soda solution will taste absolutely fresh for a year or longer. To satisfy our own curiosity we have kept eggs for over two years by means of water-glass, and at the end of this time they couldn't be told from fresh eggs. Indeed, we know of several more or less unscrupulous dealers who sell eggs preserved in this way as the "strictly fresh."

Eggs preserved in silicate solution should be rinsed with water before they are used, in order to remove all traces of the solution. If they are to be boiled in the shell a hole should first be pricked with a pin in the larger end, otherwise the egg will be likely to expand and break while boiling.

We sell silicate of soda in pint and quart cans and in gallon jugs—at 15 cents a pint, 25 cents a quart, and 60 cents a gallon. During the spring of 1914 we disposed of five barrels of this silicate. Bought in barrel lots, the product is very cheap. A superior quality can be obtained for less than twenty cents a gallon. In selling it, we talk the gallon quantity wherever possible, as most families, after they have once tried the article, preserve their year's supply of eggs in this manner. A gallon of the silicate, when diluted with nine gallons of water, will preserve about 60 dozens of eggs,

making the cost of preserving them only about one cent a dozen.

SELLING THE PRODUCT.

We display the different sized packages of the product in our windows throughout the spring season. We use show-cards calling attention to the fact that eggs preserved at this time of the year, at a cost of only one cent a dozen, can be used in place of the newly laid ones which, during the winter season, cost from 40 to 60 cents a dozen.

A family using two cases or 72 dozens of eggs during the year can save by this means at least fifteen dollars annually on their egg purchases. Many people use these eggs in preference to taking chances with those offered in markets and stores as being strictly fresh, but which oftentimes are far from being so.

In addition to displaying the egg preservative in the window we talk it to every one who comes into the store, and even go outside to get business on it, for it pays a very handsome margin of profit.

We have worked up a considerable business outside our regular family trade by selling the product to hotels, restaurants, summer camps and various other institutions that use large numbers of eggs. These people buy the solution from us in quantities of from one to ten gallons, and usually preserve the eggs in large casks or tubs. The saving in the cost of eggs is very considerable. At the same time, they are assured of eggs that taste just as fresh as they would the day they were laid.

THE BULLETIN AND ITS READERS

By THE EDITOR

That editorial we had in the January BULLETIN has provoked a great mass of correspondence. I refer to the one in which we gave the result of a recent post-card vote among 200 readers, for the purpose of finding out what departments in the BULLETIN, if any, were unpopular and might as well be dropped.

We made it quite clear in our January talk that practically everybody had wanted the BULLETIN kept as it was. There was occasionally a man who found this or that department uninteresting, but the confusing thing about it was that what one man didn't like the next man was most enthusiastic about. We were greatly puzzled and so we asked our readers in that January chat if more of them wouldn't send us their opinions so that we could get a little better line on their likes and dislikes.

ORDERED TO STAND PAT!

The result has been quite startling. Letters and post-cards have poured in to us from every quarter. The one echoing and re-echoing sentiment vigorously expressed by everybody is this: "Let the BULLETIN alone. Hands off. It suits us exactly as it is."

This result is decidedly gratifying on the one hand, and yet disappointing on the other. We started the whole fracas ourselves for the direct purpose of finding out whether the BULLETIN, from end to end, was what our readers wanted, and we were determined to make any change that seemed clearly indicated. From this point of view the vote is negative in result, for we are told somewhat authoritatively to let things alone!

Some of our readers, indeed, have been quite indignant. The thing which has aroused their ire in greatest degree is the opinion of a few men, expressed in the January editorial, that we were printing too many pictures. In response to that one reader says: "For Heaven's sake choke off the cranks who don't want pictures!" Another: "A magazine without pictures would be dead." Still another: "The BULLETIN is the greatest journal ever published—and especially do we like the photographs."

And there were many others.

About the only pictures that seemed to get any knocks were the drug-store interiors. One fellow, with a sense of humor, wrote this on a post-card: "Nix on the drug-store pictures. The high price of pork chops forces us to gaze

too much at the real thing. Give us plenty of outdoor scenes so we can get away from the demnition grind. The BULLETIN is O. K."

WHAT THEY SAID.

Still, as I said before, the one opinion expressed in different words by practically everybody was to the effect that the BULLETIN should be allowed to stand as it was. Here are a few statements out of several hundred that might be quoted:

To omit *any one* of the twelve departments of the BULLETIN would be very disappointing.

I am free to say that I read everything, even "The Scrap Book."

There is no one department that I would like to see eliminated.

The BULLETIN wouldn't be so good with anything taken out.

The BULLETIN is the best drug journal we receive and all departments are of help to us.

I don't see any need for a radical change.

Don't drop a single department from the journal.

I have been a reader of the BULLETIN for ten years, and I want to say that all twelve departments "are good and better."

Of the large number of our readers who were kind enough to help us by an expression of their opinion, there were quite a few who took the time and trouble to write us at some length. Several of them went so far as to analyze the journal, department by department, very much as a trained editor would, and we have been surprised and gratified at the skill with which the paper has been studied.

THREE VERY GOOD LETTERS.

Here are three letters which struck us as being particularly interesting:

LOS ANGELES, CAL.

Dear Mr. Editor:

If all girls were alike the chances are that I would have married the first one that came along instead of waiting to pick out a winner. Drug journals are like girls except that a man can safely have more than one. If he couldn't, the deleting process would soon narrow the list down to the BULLETIN and one or two others.

It is the very distinctive features of the BULLETIN that make the journal so readable. I recall, a few years back, when I was trying to impress upon a young drug clerk the absolute necessity of reading the drug journals. I couldn't get him interested until I showed him the BULLETIN. "Why," he said, "that doesn't read like a drug journal. It's like a magazine!" And he has been an interested BULLETIN reader ever since. I fancy the illustrations in the journal had considerable to do with his pleasure.

To me the particular thing that makes the BULLETIN so attractive is its sense of continuity. It starts right out with The Month's History, and runs along so smoothly that one is taking Capsules of Science before realizing it!

I think the price list was a really useless feature and especially confusing to us on the Western coast. I am glad you dropped it, but I wouldn't drop anything else.

As the BULLETIN now stands, I would not draw a line through any department. I believe I read about 90 per cent of the text and look at 101 per cent of the illustrations.

Keep going at your present clip and don't destroy your usefulness by making any changes!

Sincerely,

ROY S. WARNACK.

The second letter we are quoting is, surprisingly enough, from a young man less than a year out of college. Notice the intelligence with which he reads a drug journal:

BALTIMORE, Jan. 25. 1915.

To the Editors:

Since last June, the time of my graduation in pharmacy, I have been reading several pharmacentical journals. Most of them are interesting, but none can compare with the BULLETIN. I would not part with any of its features, except possibly "Capsules of Science." The following are my reasons for making this statement:

I believe the columns of a trade journal should be filled with subjects which are of human, business, and professional interest. If we analyze the various features of the BULLETIN, for instance, we find first "The Month's History," which in January treats of the Harrison bill, the Drug Trade Conference, and the death of George Merrell. The latter is certainly of human interest to a number of pharmacists who have met Mr. Merrell, while the former is of pronounced business interest.

Editorials are of absolute importance to any reputable magazine, whether professional or not. Editorials are the expressing medium of the policy of the magazine, and ninety per cent of its readers appreciate them. The business necessity of the two departments of "Profits and Earnings" and "Business Hints" is obvious and needs no comment.

"Hall of Fame" and "Pictures" are interesting from a number of standpoints. The former is particularly so to young pharmacists: it acts as a source of encouragement and inspiration. I derived a good deal of pleasure in reading about Mr. Osseward, of Seattle, conducting a strictly professional drug store, in a period in which druggists are confronted with problems of selling wall-paper and the like.

"Pictures" should act as a stimulant to those who believe that druggists are confined twenty-two out of the twenty-four hours in the day in their business, and cannot participate in public affairs, politics, sport, etc. The illustrations appearing in any issue of the BULLETIN are a flat denial of such a belief.

"Questions and Answers," "Queries," and "Practical Pharmacy" should not be missed by any druggist, because the very same problem may be discussed that puzzled him at one time, but, lacking gumption or will-

power, he neglected to find it out. "Contributed Articles" and "Letters" may be of either a professional or business nature. They are richly worth reading, and the BULLETIN could not afford to omit them.

"Capsules of Science" is the only feature which I would gladly change for some other of a more practical nature. The method in which this information is presented makes it impossible to class it with either the knowledge that one knows, or that knowledge which one knows where and how to find. In other words, it is impossible to remember how to refer to it.

Very truly yours,

C. J. FLOM.

The third letter in this series, and the last one that we shall quote on this occasion, comes from a man well known in the American Pharmaceutical Association—J. O. Burge, of Nashville, Tenn.:

To the Editor:

I have been getting the BULLETIN regularly since 1897, and have it bound two years to a volume for nearly all that time. Scarcely a week passes that I do not have to refer to it for some purpose. My January, 1915, number has failed to show up yet, but I got hold of a copy and have just read your "Chat With Bulletin Readers" and thought I would take up the departments in the journal "seriatim" as they say when they go about to adopt a Constitution and By-laws, or get out a new pharmacy law.

Starting with "The Month's History," I will say that I am always interested in what the pharmacist is "up against." I think it is mighty nice to have some one you can depend on hunt up and place all these new movements and developments where you can so easily get at them, while resting from the task of chasing the elusive dollar. Take for instance the Harrison Bill: it is much easier for the busy pharmacist to turn to page 2 of the January issue and find a concise, pointed analysis of the law, showing him in four short paragraphs, which he can read in a minute and a half, just what he must do after March 1, than it would be for him to wade through that long, uninteresting law itself and not ferret it out half as well as you gave it.

The Editorials of every journal tell which way the "wind blows." I make it a practice to read the editorials in every periodical I take. The editor of the BULLETIN is usually found at home, and on the same side of the question.

"Profits and Earnings" has put the commercial side of pharmacy before the drug trade in a different light from that in which many druggists have looked at it, and brought them to see that buying patent medicines at $7.50 to $8.00 a dozen, and selling them at 75 cents and 80 cents per bottle, does not leave anything for the bank account after clerk hire, insurance, and other expenses are paid.

In the "Hall of Fame" I see the faces of those who are doing something for the good of the calling. I like to gaze on their countenances, and see what they look like. By the way, you have a fine lot of them in the January issue.

"Pictures" are interesting, and you seem to have found out that most druggists like the outside views much better than the inside ones. They see enough drug store every day!

The "Monthly Prize Questions and Answers" bring before the druggist some valuable papers on nearly every important phase of the business, and usually represent the views of from three to five different persons on the same question.

"Contributed Articles:" The personal experiences related in this department are full of wide-awake methods as to how some "brother chip" has solved a knotty problem that confronted him and brought cash to his till.

"Letters" from other druggists are always interesting to me. I like to read what they have to say, and this could be made a very interesting department and very valuable to every subscriber if each would relate the little experiences that overtake him.

"Business Hints" is what every up-to-now druggist is looking for, and if he doesn't find them he will soon be on the back track. The reason the Knocker in the drug business finds so much use for his little hammer is that some of us don't read our drug journals and get all the hints we can.

"Practical Pharmacy:" This represents our business, or ought to, if we have the sign "DRUG STORE" over our stores. But is the graduate who buys his paregoric and other U. S. P. and N. F. preparations, and who makes his soda-water syrups, a practical pharmacist? I have known such. They are most always too busy to read a drug journal.

"Queries:" We all have these occasionally, and Dr. Mason makes a specialty of that complaint. If you will take your troubles to him, they are very likely to be rightly diagnosed and the charges are very reasonable—only $1.00 a year.

"Capsules of Science:" The name printed under that head—Prof. W. L. Scoville—is a certificate that what follows will be interesting reading to any druggist.

Now I have taken each of the twelve departments in the BULLETIN on which you requested a vote, and have tried to tell you what I think of them, but it is very funny to me that you should fail to mention one department which I always look forward to with pleasure, and that is "The Scrap Book."

Then there are your advertising pages. Why, I am even interested in them. You have cut out the only thing I never looked at, and that was the price list. If I could tell you what to put in place of it I would, but I can't. I don't see what you could add to the BULLETIN, unless it was to give us more of the same.

Wishing you every success for 1915, I am, very truly yours,

J. O. BURGE, PH.G.

Now in conclusion I want to make it clear that in stirring this subject up we had no purpose of merely securing bouquets. This was farthest from our thoughts. The whole idea was to make such a canvass among our readers as would enable us to find out what they wanted in the BULLETIN, so that we could supply their wants more intelligently. A drug journal is not printed for the edification of the

editor, but for the satisfaction of his readers. It is always our great ambition to give our readers the largest measure of satisfaction that it is possible for a varied editorial staff to furnish.

We scarcely foresaw that the net result would be an injunction to us to stand pat. In a certain sense, as I have already said, this decision is a little disappointing, and yet we cannot resist a deep feeling of gratification that we have succeeded fairly well in hitting the nail on the head in giving our readers what they want and expect. This doesn't mean, however, that we are going to use this vote of approval as an excuse for standing still. The BULLETIN has never been the same journal any two years. Scarcely any two numbers, indeed, have been alike. We shall continue to forge ahead—to develop new features—to take up new themes—to make every effort to pulsate with life and vigor and human interest.

Thanks all!

THIS STORE IS WELL EQUIPPED

This is said to be one of the finest drug stores anywhere—the pharmacy of Scott Bros., Charleston, West Virginia. The tile floor cost $4000, the Bangs fixtures $8000, and the onyx fountain, a product of the American Soda Fountain Co., $10,000. These three items alone, exclusive of stock and other considerations, foot the neat total of $22,000.

The indirect lighting system is employed in part, the mellow radiance obtained by this method serving to lend additional richness to the store appearance. But little merchandise is displayed on the counter tops; ample showcase room, together with an effective arrangement of the wall-cases, permits all goods to be brought to the attention of customers. There are no stools at the soda fountain, chairs being provided at the rear of the store for the serving of sodas and ices.

Scott Bros. very justly take considerable pride in their store and, needless to say, enjoy a good patronage.

MY BEST PAYING SIDE-LINE—Shavers' Necessities

24th Paper

By NICHOLAS F. BENNER

Window and store displays, coupled with constant personal push on the part of the store force, have built up for us a trade in shaving accessories that more than pays our rent.

When there is a large influx of men into town, as on the occasion of a fraternal or a political convention—that is the best time to push the line. Invariably quite a proportion of self-shavers have come away from home leaving behind one or more of their necessary shaving tools. A display of brushes, soaps, blades, beard softeners, shaving lotions, talcums, etc., at such a time has always produced good returns.

Two years ago a week's street fair and carnival was held in our city and this brought into town an average of 3000 men daily. We secured for this event 500 safety razors that we could sell, at a profit, for ten cents each.

The entire five hundred were dumped in the window and a large placard posted which set forth the price. The space not occupied by the razors was filled with a miscellany of shaving brushes, mirrors, sticks and tubes of soaps, and the like. Inside of four days a big hole was made in the razor pile, while the profits from the sundries sold in connection with the display amounted to over fifteen dollars.

A CIRCUS-DAY SALE.

A few years ago the makers of a safety razor retailing for five dollars introduced a working model of their device that sold for 35 cents. We bought 100 of these demonstrators, put them in the window the day that a big circus was in town, and before night had disposed of 88, besides getting rid of a considerable amount of accessories. Orders for blades are still coming in.

Owing to the inability of many safety-razor users to keep a satisfactory edge on the blades these men are constantly buying additional ones to use in their holders. We carry in stock blades to fit most of the leading brands of razors on the market. However, it is not necessary to handle different sets of blades for each make of razor, as oftentimes one kind of blade will fit several different holders.

Every time we sell a package of blades we call the buyer's attention to our line of razor-strops and frequently make a sale. In addition to carrying the ordinary strops, ranging in price from 25 cents to two dollars, we handle three kinds of mechanical stropping devices. These find a ready sale with shavers who are unable to put a good cutting edge on a razor by using a swing strop. We also carry handles into which a safety razor blade may be placed in order to strop it.

OUR RAZOR STOCK.

Our razor stock comprises a fairly complete assortment, consisting of three brands of safeties retailing for one dollar, one brand selling at $2.00, one at $2.50, and two makes retailing for $5.00. A few regular-style razors are also carried to supply the occasional demands of men who are prejudiced against the safety. Two of the makes we handle are sold on thirty days' trial. If unsatisfactory they may be returned for credit. However it is only the exceptional customer who, after giving either of the two a fair trial, returns it.

Makers of the advertised brands furnish window displays and other selling helps that we have used to good advantage in exploiting the different razors. The makers of shaving soaps, creams, and powders also coöperate in this regard to help us dispose of their products.

INTRODUCING A SHAVING LOTION.

We have built up a good trade on a shaving lotion made by adding mucilage of quince-seed and a small proportion of menthol to the antiseptic solution of the U. S. P. This we sell in four-ounce bottles for 25 cents. To introduce it we offered a bottle free with every sale of a dollar safety razor. We keep a few bottles of it displayed constantly in a conspicuous position on the cigar counter.

During the summer months when men are heading for the summer resorts for their annual vacations, shaving supplies are our "best-sellers." Many of these resorts are without barbers, or at least capable ones, so the men prefer to do their own shaving. We supply

many of our customers with whatever they need to complete their kits, sometimes selling them entire shaving outfits.

Each year we offer an assortment consisting of a dollar safety razor, a tube of shaving soap, a 50-cent lather brush, a beard softener, and a bottle of our shaving lotion, for $1.89. While the profit on this combination is only about fifty cents it serves as an excellent advertisement and gets considerable repeat business on articles which are sold in connection with the razor.

At the holiday season we show complete shaving outfits in leather cases. These range in price from $3.00 to $10.00 and make acceptable and appropriate Christmas gifts.

This series of papers will be continued, and the contribution next month will also be devoted to Safety Razors as a Side-line.

A DISCUSSION ON PRESCRIPTION PRICING

2d Paper

Comments by BULLETIN READERS

Much interest has been manifested by BULLETIN readers concerning the various prescriptions recently presented in these pages for pricing. Subscribers from almost every section of the United States have sent in estimates of the amounts they would charge for the different compounds. In many cases they have explained the system used for arriving at what they considered to be the proper figures.

In the January BULLETIN there appeared a letter from Herman L. Lipp of Deerfield, Mich., submitting the following prescription:

Fluidextract hydrastis canadensis,
Fluidextract condurango..ää 4 fluidrachms.
Pancreatin .....1 drachm.
Gray's Glycerine Tonic.....2 fluidounces.
Fluidextract nux vomica.....1 fluidrachm.
Distilled water.....q. s. ad 8 fluidounces.

S.: One teaspoonful in a tablespoonful of water before meals.

Mr. Lipp said that when he priced the mixture at one dollar, the customer objected, claiming that he had been getting it filled cheaper elsewhere.

We put the question up to our readers, asking them if the one dollar figure was too much or too little. We asked them to tell us if the antebellum schedule which says that an eight-ounce mixture is to be compounded for seventy-five cents should be adhered to or whether the price should be estimated in some other manner, disregarding entirely the question of volume.

The tone of the many replies sent in indicates that druggists, to a certain extent, are doing away with the old method of pricing a prescription according to the size of the mixture. The tendency is to charge a fair profit on the ingredients entering into the preparation in addition to obtaining a suitable compounding fee for the work involved.

WHAT OUR READERS THINK.

Here are the opinions of some of our readers:

Wilhelm Bodemann of Chicago says: "My charge would be $1.35. Any lower figure would suggest to me a very inferior claptrap brand of fluidextract hydrastis canadensis, a 'home-made' Gray's Glycerin Tonic, and an estimate for the time and labor of the compounder below that of the union scale of the Amalgamated Teamsters' and Gas-fitters' schedule."

Roy Warner of Cleveland, Ohio, says that the one dollar price is not enough; he would get $1.65. He arrives at this figure by doubling the cost of the ingredients and charging ten cents for the bottle and twenty-five cents for the compounding fee.

Here is the way J. H. Alexander of Smiths Grove, Kentucky, estimates the $1.60 that he would get for the mixture: "The ingredients in the prescription cost 72 cents. Multiplying this by two gives $1.44. To this amount should be added 10 cents for the container and the small sum of six cents for a compounding fee. That makes $1.60 for the whole, which I think is a very reasonable price."

A PRICE FROM NEBRASKA.

In the opinion of W. G. Epplen, of South Omaha, Neb., the price should be $1.25. He figures that the material and the container used cost about 65 cents and says that a profit of 60 cents is not unreasonable when, in addition to the cost of the materials, the knowledge and time required to fill the prescription are also taken into consideration.

Harry E. Enderlein of Manayunk, Penn., thinks that a druggist who gets a chance to fill only a small number of prescriptions each day should realize at least 100 per cent profit on his work. According to his estimate a charge of $1.25 is a fair one. He says, however, that if the prescription is received by a store located in a neighborhood where the physicians do not dispense, but send their work to the druggist, a price of $1.00 might represent a satisfactory profit.

Charging fixed prices for eight-ounce mixtures, disregardng the cost of materials, is against the policy of John M. Lewis, of Utica, N. Y. He charges according to the value of the ingredients and the time spent in compounding. He says a dollar for the mixture is not exorbitant.

W. S. Ballard, of Pine Bluff, Arkansas, is of the opinion that no druggist who takes into consideration the high cost of the fluidextract of goldenseal would charge less than $1.00 for the prescription. Neither C. R. Pike of Willard, Mo., nor Frank Dieden of Chicago, would get less than a dollar.

Ninety cents is the figure Hugh F. Kasey of Mercedes, Texas, would get. He maintains that the ordinary customer will willingly pay 90 or 95 cents for a prescription, but is likely to object strongly if the round sum of one dollar is charged.

Here, then, we have prices running all the way from 90 cents to $1.65. It is evident that there isn't much science yet about this question of prescription pricing.

In the January BULLETIN we also asked for an opinion as to the proper price to charge for the following:

Fluidextract cinchona ..... 12 Cc.
Syrup belladonna ..... 50 Cc.
Syrup cinnamon ..... 60 Cc.
Aqua ammonia, 10 per cent..... 8 Cc.
Wine of kola,
Wine of coca, ää.....150 Cc.

Concerning this preparation, J. M. Lewis of Utica, N. Y., says: "If it was brought into my store, it would not be filled for less than $1.25. This price, in my opinion, is not an overcharge."

WHAT PRICES ON THESE?

Here is a prescription on which C. R. Pike of Willard, Mo., desires our readers to set a suitable price:

Morphine sulphate.....2 grains.
Acid carbolic.....8 drops.
Extract of witch-hazel.....2 fluidounces.
Lime water, q. s. ad.....8 fluidounces.

S.: Use as directed.

Hugh F. Kasey, of Mercedes, Texas, would like to have a price set on the following:

Fluidextract of cascara sagrada.....3 fluidounces.
Fluidextract of dandelion...3 fluidounces.
Elixir of senna, q. s. ad.....8 fluidounces.

Sig.: Teaspoonful as directed.

Mr. Kasey charged $1.00 for the mixture, despite the fact that the customer wanted him to fill it for 65 cents. Was he above or below the correct figure?

The following comes to us from Griffin's Pharmacy, Martinsville, Virginia:

Quinine sulphate .....1 ounce.
Fluidextract nux vomica.....1 fluidounce.
Hydrochloric acid, q. s.
Diluted grain alcohol, q. s. ad 16 fluidounces.

Make a solution. Sig: Teaspoonful every three hours in one ounce of water. For horse.

A charge of $1.50 for this mixture brought forth objections on the part of the customer. Could the price of the prescription be set at a less amount and still leave a desirable margin of profit?

This next one, submitted by Harold D. Guenther, of Reading, Pa., is perhaps of a little more than ordinary interest:

Menthol crystals.....1 ounce.
Chloroform.....3½ fluidrachms.
Tincture Indian cannabis..6½ fluidrachms.
Ether .....3½ fluidrachms.
Tincture gelsemium .....1 fluidrachm.
Tincture veratrum viride.....1 fluidrachm.
Alcohol, q. s. ad.....4 fluidounces.

Mr. Guenther says that he asked 60 cents to compound this mixture for a dentist to use in his regular practice. The prescription had been filled by two other druggists for 35 cents each. Mr. Guenther wants to know what the BULLETIN readers consider to be the proper figure. Let us hear from you.

FROM A DRUG MAN IN WARRING RUSSIA

By E. BRIER

Before the war we all read in foreign papers of the lack of organization in the Russian army, but to me its organization appears to be one of its strong points. Although millions of men have been called up, there has been no difficulty in clothing and arming every single one.

The field kit carried by the Russian soldier is enormous, on one side having a rolled-up little straw mat, and on the other side a roll of canvas with wooden pegs. When sleeping out the straw mat is unrolled and used as a bed, while the canvas is fixed up as a cover and the soldier gets in between. All the mess cans are tinned copper. Soldiers wear jack boots of beautiful soft leather, the quality of which I have never seen equaled.

Winter and summer the Russian soldier always carries his overcoat, which is made of very coarse, thick material of a brownish-gray color, and which wears almost forever. In fact, the old overcoats of soldiers are bought by the lower classes for use as floor coverings, as they are supposed never to wear out.

Bayonets are always fixed and are the chief arm of the Russian infantry. When the Russian soldier talks of having killed an enemy he means that he has bayonetted him. Shooting he does not call killing.

I have been several times in touch with high Russian officials, and what has often struck me, even more than their courtesy and kindness, has been their democratic bearing. In a minister's ante-room the other day I saw a distinguished general cracking jokes with the lady secretary and a lackey. The same feeling exists in the army, the soldier regarding his officer, especially in the case of older and higher officers, more in the light of a father than an officer.

Pharmacists rank as officers, and are fully armed. A friend of ours was with the first army which entered Eastern Prussia prematurely, in order to draw off the Germans from their fierce attack on Paris. These tactics had the desired effect, but resulted in the Russians having to hurriedly retreat, owing to the Germans quickly bringing up large reserves from the western frontier.

A DRUG STOCK CONFISCATED.

It was found necessary to requisition certain hospital supplies, and our friend, in charge of a file of men, visited the local pharmacies, to find that in common with most of the population the pharmacists had fled. In the first pharmacy they entered they found quite a store of goods, which they promptly commandeered.

Truly an interesting episode. What a tremendous change had taken place between the time the representative had called on that pharmacist and induced him to lay in a stock, and the visit of a brother pharmacist, booted and spurred, who promptly confiscated everything that was needed! It is quite possible that the same thing has taken place in many of the pharmacies in Belgium and the North of France, but here we have an absolutely authenticated instance.

Russian Red Cross workers are armed, as permitted by the latest Hague Conference, and my friend told me that frequently, especially during the retreat, he found it necessary to make use of his weapons.

A veritable making-over seems to have taken place politically in Russia since the war broke out. Orthodox and Jew, Roman Catholic and Mohammedan, Nationalist and Revolutionary —all seem to have forgotten their previous differences and to have become only Russians. In the Russian-Japanese war a great part of the soldiers and people had very little idea what they were fighting for, or even exactly whom they were fighting.

INFLUENCE WANING.

It is really astonishing the hold that Germany had obtained in Russia during the last few generations. It is probable that their success in this direction was largely due to their military training and discipline. Russia was rapidly becoming Germanized.

Thousands of Russian subjects speak Ger-

man better than Russian. German was absolutely the commercial language. In every part of the country German schools were considered the best, and Russians with a trace of German blood in their veins were apt to boast of the fact. Nevertheless the foreign element was not liked, and was never popular, especially among the lower classes. Now this is all changed. Conquerors or conquered in this European war, Germany has lost Russia, and this will have a most far-reaching effect on post-bellum affairs. It will be a tremendous opportunity for England and for America—I should say England more than America.

Immediately after war was declared prices began to soar. But the authorities quickly took action, and by means of fines and in some cases imprisonment of the guilty parties, adjusted matters, bringing them, for the most part, to a normal state. Goods were received until navigation closed (December) through the port of Archangel from both English and American markets.

THE COSSACKS.

The Cossacks are the picturesque part of the Russian army—and the most popular part. They have always been the soldiers used for dispersing mobs, and instances have been reported where people who in their younger and revolutionary days had received Cossack mementos in the shape of scars from their whips—there have been instances, I say, where these same people were the first to cheer the grim horsemen as they passed through the streets on their way to the frontier.

The Cossack is certainly a wonderful fighter. And he ought to be. He gives the best part of his life to the Cossack army, which is quite a separate institution from the regular army. From the ages of 18 to 45 he spends one year with the colors and one year at home, alternately; and every Cossack boy, when 14 years old, must be provided by his father with a rifle and a horse.

In return for their services in the army Cossacks receive their land rent free.

HINTS ON DISPENSING ADRENALIN*

By C. P. BECKWITH

Commercial Solution Adrenalin Chloride consists of one part of adrenalin chloride, five parts of chloretone, a trace of free hydrochloric acid, and an indefinite amount of carbon dioxide, dissolved in one thousand parts of physiologic salt solution. Each ingredient in this formula serves a definite useful purpose: the salt, to render the solution comparatively unirritating to mucous membranes; the carbon dioxide, to expel dissolved air, which is injurious to adrenalin; the chloretone, to protect against bacterial growth if the solution should become contaminated when in use; the trace of hydrochloric acid, to retard oxidation of the adrenalin. As will appear later, this minute trace of acid is of vital importance.

If properly stored and carefully handled, the solution will retain abundant activity for a very long time. It should be kept tightly stoppered in a cool, dark place. When required for use, the correct amount should be poured out and the bottle promptly stoppered and returned to its shelf. Contact with air should be minimized and exposure to fumes of ammonia, formaldehyde, and laboratory gases in general carefully avoided.

POINTS TO REMEMBER.

Some knowledge of its specific incompatibilities and of the general conditions favoring its conservation is very essential to the intelligent dispensing of prescriptions containing adrenalin. The following points are worthy of attention:

Deterioration of adrenalin solutions is usually due to *oxidation,* either by the oxygen of the air or by an added oxidizing agent.

Oxidation is retarded by acids, but accelerated by alkalies. *Solutions alkaline in reac-*

*Abstract of a paper read before the American Pharmaceutical Association, Detroit, 1914, with details added by the author for the use of the practicing pharmacist. For a fuller discussion, see the original paper.

tion ought not to be dispensed. A prescription yielding a solution alkaline or even strictly neutral in reaction should be referred to the prescriber for correction. If permissible and practicable, the mixture should be rendered faintly acid; otherwise the adrenalin solution should be dispensed in one bottle, the remaining ingredients in another, with instructions to mix each dose in proper proportion immediately before use.

In retarding oxidation, a trace of a strong acid (hydrochloric, sulphuric) is in general more efficient than the equivalent amount of a weak acid (acetic, boric, tartaric, citric, sulphurous, etc.). Solutions acidified with a trace of a weak acid may be dispensed, but will not be very stable. It is evident that the addition to Solution Adrenalin Chloride of a *salt* of a weak acid—sodium acetate, for instance—which is quite harmless in itself, may nevertheless impair the stability of the solution through partial replacement of the free hydrochloric acid normally present by the less efficient acetic acid.

HYDROCHLORIC ACID RETARDS OXIDATION.

Resistance to oxidation, other things being equal, seems to be a function of the number of hydrogen ions in a unit volume of the solution. *The acid should be used, therefore, not in proportion to the amount of adrenalin chloride present, but in proportion to the total volume of the finished solution.* One one-hundredth of one per cent of absolute hydrochloric acid is a suitable proportion and should not be grossly exceeded lest the solution be rendered irritating. A simple dilution of Solution Adrenalin Chloride with distilled water or physiologic salt solution is rendered much more stable by the addition of this small proportion of chemically pure hydrochloric acid.

Concrete illustrations will help to elucidate and emphasize this very important point of proper acidification:

℞ Solution Adrenalin Chloride..1 fluidrachm.
Cocaine hydrochloride.....4 grains.
Boric acid.....16 grains.
Distilled water, sufficient to
make .....1 fluidounce.

Note that the fluidrachm of Solution Adrenalin Chloride is already adequately acidified. To acidify properly the remaining seven fluidrachms (it is better to disregard the inefficient boric acid), hydrochloric acid should be added up to 1/100 of 1 per cent—that is to say, so that each cubic centimeter will contain 0.1 milligram, or each fluidrachm 0.0057 grain—of absolute HCl. The seven fluidrachms (25.87 Cc.) would require, therefore, 0.0399 grain (2.587 mg.) of absolute HCl. Seven-tenths of a cubic centimeter of tenth-normal hydrochloric acid volumetric solution would supply about this amount of acid. As a working rule, therefore, in the absence of alkalies and of salts of weak acids, it will suffice to include in each fluidrachm of the solution to be acidified, one-tenth of a cubic centimeter of tenth-normal hydrochloric acid volumetric solution.

When, however, bases are present in the free state or in union with very weak acids, hydrochloric acid should be added in sufficient amount to convert these bases into hydrochlorides and still leave an excess of 0.01 per cent of free HCl in the solution—presuming, of course, that the addition is otherwise practicable and that the prescriber consents.

℞ Adrenalin .....¼ grain.
Cocaine ..... 5 grains.
Sodium chloride, c. p..... 4 grains.
Boric acid.....10 grains.
Chloretone .....2½ grains.
Distilled water, sufficient to
make .....1 fluidounce.

Here the adrenalin and cocaine bases should first be converted into hydrochlorides by adding the theoretical amounts of hydrochloric acid—about 20 per cent of its weight for the adrenalin and about 12 per cent of its weight for the cocaine. There should then be added further the usual excess of free hydrochloric acid. In detail, therefore, there is required: for 0.25 grain of adrenalin, 0.05 grain of absolute HCl, or about 0.9 Cc. of tenth-normal HCl; for 5 grains of cocaine, 0.6 grain of absolute HCl, or about 10.8 Cc. of tenth-normal HCl; for acidification, 0.8 Cc. of tenth-normal HCl—a total of 12.5 Cc. of tenth-normal HCl. If compounded strictly as written by the prescriber, the bases dissolving as borates, this solution would indeed remain fairly active for a short time; its life would be greatly prolonged, however, by the inclusion of 12.5 Cc. of tenth-normal HCl.

Prescriptions including oxidizing agents should not be dispensed. In this category are such substances as free chlorine, bromine, iodine and their oxyacids, permanganates,

chromates, nitrites, persulphates, peroxides, salts of easily reducible metals, etc.

The non-oxidizing acids in reasonable dilution are not injurious to adrenalin. Dilute sulphuric, sulphurous, hydrochloric, hydrobromic, hydriodic (beware of free iodine!), phosphoric, hypophosphorous, boric, benzoic, salicylic, acetic, tartaric, citric—in fact, most of the acids commonly used in medicine—are harmless. Oxidizing acids, such as nitric, nitrohydrochloric, chromic, etc., are of course objectionable.

Neutral salts of the alkali metals and, broadly, of the light metals generally (sodium, potassium, ammonium, magnesium, calcium, zinc, aluminum) are not intrinsically harmful. If, however, their acid radicals are of weak—that is to say, slightly dissociated—acids, they may, as already explained, indirectly diminish the resistance of the adrenalin to oxidation by partial replacement of the trace of free strong acid added as a preservative.

INCOMPATIBILITIES.

Salts of many of the heavy metals (gold, silver, mercury, platinum, copper, iron) are more or less rapidly destructive to adrenalin, mainly by reason of their oxidizing power. *Iron* is extremely troublesome because of its wide distribution and because a very minute amount will suffice to shorten measurably the life of an adrenalin solution. Traces of iron existing as an impurity in other materials, in distilled water and even in glassware, are decidedly to be reckoned with. Many so-called "chemically pure" or "medicinally pure" substances contain very appreciable amounts of iron. Particularly liable to this contamination, and worthy of special mention because often used in conjunction with adrenalin, are boric acid, zinc sulphate, alum, and hydrochloric acid. The pharmacist should satisfy himself that all his materials are, as nearly as possible, free from iron. Of course, iron spatulas or other utensils should never be brought in contact with adrenalin.

Chemically neutral salts of most of the common alkaloids, natural or synthetic, such as cocaine, eucaine, stovaine, morphine, atropine, hyoscyamine, hyoscine, scopolamine, homatropine, hydrastine, etc., may be mixed with adrenalin safely.

Phenols of the type of carbolic and cresylic acids are harmless. Ordinary camphors, terpenes, and similar bodies are not injurious save in so far as they may be carriers of oxygen. Most aldehydes of high molecular weight, alcohols and ketones, are probably harmless. Formaldehyde, however, is directly destructive to adrenalin. The two are wholly incompatible.

USE PROPER CONTAINERS.

Bottles may well be tested for alkali and iron. Those least faulty in this respect should be selected. A good plan is to wash the bottles with strong hydrochloric acid followed by much distilled water. With bottles very faulty in respect to soluble alkali, this remedy is of temporary avail only, since ultimately the alkalinity of the glass will again assert itself. A much more effective expedient, hardly necessary in ordinary practice, however, is to coat the inside of the bottle with paraffin.

Corks should be paraffined or covered with waxed tissue. Glass stoppers are to be preferred, if ground accurately enough to be airtight.

Distilled water, quite free from alkali and iron, should be used in making solutions—better freshly boiled and cooled.

In handling adrenalin solutions of any sort, contact with air should be minimized. An extreme precaution is to work under protection of a current of an inert gas, such as pure carbon dioxide or pure hydrogen.

In all cases of doubt as to the feasibility of a proposed prescription, conservatism is to be commended. Let the pharmacist consult the prescriber and counsel such a change as will remove the uncertainty. Adrenalin is a sensitive body, susceptible to injury by many chemical agents, and should not be mixed indiscriminately with other substances. While certain mixtures are chemically rational and therapeutically useful, adrenalin is an unpromising subject for the practice of polypharmacy. When possible, it is best exhibited alone.

In April there will be an interesting and suggestive description of the manner in which a physician and a druggist have worked together to their mutual profit and advantage.

BOARD QUESTIONS ANSWERED

A PENNSYLVANIA EXAMINATION.

1. Define the following terms: (*a*) element, (*b*) atom, (*c*) molecule, (*d*) chemical reaction.

(*a*) An element is matter which cannot, by any known means, be decomposed into other kinds of matter, nor produced by combining together any other kinds of matter.

(*b*) An atom is one of the indivisible constituents of a molecule. It is the smallest particle of an element that takes part in chemical reaction, and is, for the greater part, incapable of existence in the free state, being generally found in combination with other atoms, either of the same kind or of different kinds.

(*c*) A molecule is the smallest particle of matter that can exist in the free state and still retain all the properties of the substance to which it belongs. It is made up of the still smaller particles which we call atoms.

(*d*) Chemical changes are called chemical reactions. They are rearrangements of the atomic linking in the molecules of matter. Any change which takes place within a molecule is a chemical reaction.

2. Explain (*a*) atomic weight, (*b*) molecular weight.

(*a*) The mass of one atom of any element is the atomic weight of that element. While all atoms of any given element have the same mass, the atomic weight of each element differs from that of any other element.

The actual masses or "absolute weights" of the atoms of the respective elements are unknown; but their relative masses or weights are assumed to be in most cases known with approximate accuracy.

The numbers expressing the atomic weights of the known elements are, therefore, the relative masses of the different kinds of atoms, and these numbers, as now generally given, refer to the mass of the hydrogen atom as the unit of expression. Thus the specific atomic mass of hydrogen is 1, and as the atom of oxygen, according to the determinations generally accepted, weighs 15.88 times as much as the atom of hydrogen, the specific atomic mass of oxygen is 15.88. The atomic weight of chlorine is 35.18 because one atom of chlorine weighs 35.18 times as much as one atom of hydrogen.

The atomic weights are the smallest relative masses of elements entering into combination with other elemnts.

(*b*) As all molecules consist of atoms, and as all atoms have fixed masses, it follows that the weight of any molecule is the sum of the weight of the atoms contained in it. All molecules of the same kind have the same mass, because all molecules of any one kind of matter contain the same kind or kinds of atoms, the same total number of atoms, and the same number of each kind of atoms. Each distinct kind of matter, whether elemental or compound, accordingly has a fixed molecular mass or weight.

3. Name (*a*) the lightest element, (*b*) the most abundant element.

(*a*) Hydrogen.

(*b*) Oxygen.

4. (*a*) What is an anhydride? (*b*) There are two official anhydrides which are often erroneously called acids. Name one. (*c*) How can an anhydride be converted into an acid?

(*a*) Acidic or acid-forming oxides are called anhydrides. They are oxides which unite with water to form acids.

(*b*) Arsenic trioxide.

(*c*) An anhydride is converted into an acid by uniting with water.

5. (*a*) What are fat acids? (*b*) Name two official fat acids.

(*a*) Fat acids are the various substances which are united with certain alcohols in the composition of fixed oils and fats.

(*b*) Oleic acid and stearic acid.

6. (*a*) What is a monobasic acid? (*b*) What is a dibasic acid?

(*a*) Monobasic acids are acids containing only one replaceable, or basic, hydrogen atom.

(*b*) Dibasic acids are those that contain two basic hydrogen atoms.

7. (*a*) How should the mineral acids be stored? (*b*) What official acid is directed to be kept in cork-stoppered bottles?

(*a*) The ordinary mineral acids should be stored in dark, amber-colored, glass-stoppered bottles and should be kept in a cool place.

(*b*) Diluted hydrocyanic acid.

8. (*a*) What is sodium? (*b*) What effect has water upon it? (*c*) What is sal soda?

(*a*) Sodium is a soft, silver-white metal which must be kept in a liquid hydrocarbon, such as naphtha or benzine, to prevent oxidation. Its specific weight is 0.97. Its atomic weight is 23.

(*b*) It reacts vigorously with water, forming sodium hydroxide and liberating hydrogen. When thrown on hot water it inflames.

(*c*) Carbonate of soda, $Na_2CO_3+10\,H_2O$.

9. (*a*) What is saleratus? (*b*) Why is it so named? (*c*) What sodium salt may be sold as saleratus?

(*a*) The term saleratus can be applied to either commercial potassium bicarbonate or sodium bicarbonate. In the general acceptance of the term, however, it is understood to mean a form of commercial sodium bicarbonate that contains at least 95 per cent of the bicarbonate.

(*b*) Saleratus can be prepared by placing, in a suitable vessel, a concentrated solution of sodium carbonate over vats in which vinous fermentation is taking place. The alkali is thus surrounded by an atmosphere of carbon dioxide, and, by absorbing it, crystallizes into bicarbonate in the course of five or six weeks. It is a process of "aeration," hence the name, which means aerated salt.

(*c*) Sodium bicarbonate.

10. (*a*) From what source are most sodium salts prepared? (*b*) How is sodium salicylate made?

(*a*) Sodium carbonate is used principally as the raw material out of which other sodium preparations are produced. The carbonate, in turn, is manufactured on an immense scale from the chloride.

(*b*) Sodium salicylate can be prepared as follows: Shake well 10 parts of salicylic acid with 40 parts of water so as to distribute it uniformly through the liquid. Then add 6 parts of sodium bicarbonate, a little at a time, shaking well after each addition. Warm the liquid slightly to expel the carbonic acid gas which is set free. When cold again, filter the solution, and evaporate to dryness at not over 60° C., stirring constantly so as to obtain a granulated product.

11. (*a*) Give the official Latin name for carbolic acid. (*b*) Give its chemical formula. (*c*) What is it chemically?

(*a*) Phenol.

(*b*) C_6H_5OH.

(*c*) Hydroxybenzine.

12. How is carbolic acid obtained?

It is obtained from coal-tar by fractional distillation and subsequent purification, or it can be made synthetically. It should contain not less than 96 per cent of absolute phenol.

13. (*a*) In what form is carbolic acid bought by the pharmacist? (*b*) In what form is it retailed by the pharmacist? (*c*) Give the official method for producing the latter form. (*d*) What accident may occur if this method is not adhered to?

(*a*) Carbolic acid is usually bought by pharmacists in the form of crystals, although occasionally it may be purchased in the liquefied state.

(*b*) Liquefied phenol is almost invariably retailed by the pharmacist.

(*c*) Take of phenol a convenient quantity, and of water a sufficient quantity. Liquefy the phenol by placing the unstoppered container in a water-bath, applying heat gradually until the crystals have melted; transfer the liquid to a tared vessel and weigh; then add for each nine grammes of phenol one gramme of distilled water and mix thoroughly.

(*d*) Care should be taken not to apply heat too intensely to phenol, as the vapor is inflammable. A too sudden heat might cause the container to explode.

14. (*a*) What form of carbolic acid should be used for solution in oils? (*b*) State why this particular form should be used for the purpose named.

(*a*) The crystalline form.

(*b*) Because the water present in liquefied phenol is not soluble in the oils. A cloudy, imperfectly mixed compound is the result when the liquefied product is used.

15. Why is a knowledge of the solubilities of drugs important to the pharmacist?

First. The pharmacist with a knowledge of drug solubilities is enabled to carry out intelligently the official tests.

Second. He can approximate the amount of solvent that will be required to bring a drug into solution.

Third. He can foretell the reactions likely to occur when a drug is brought in contact with a solvent, or when two or more solutions are brought in contact with each other.

Fourth. He knows what solvent is best suited to dissolve a particular drug.

Fifth. He is enabled to compound intelligently the various prescriptions and mixtures that he meets with in his daily work.

This department of the Bulletin, resumed after several years' omission, will be continued throughout 1915.

THE SAUNTERER

A friend of mine was much troubled by the habits of some of his cigar customers. After they had purchased a nickel's worth of their favorite cigars, and grabbed a handful of matches, they would drape themselves gracefully against the cigar case and there discuss the war anywhere from ten minutes to an hour.

My friend resolved to rid himself of this nuisance and at the same time secure a little free advertising. He accordingly prepared a neat card measuring two by four inches which he stuck on the inside of the top of the case. The card read:

"Please do not lean on the glass. If you need bracing up, ask the clerk for a bottle of our Beef, Iron and Wine."

This card did the business.

* * *

The other day I saw some nice, bright Lincoln pennies, twenty thousand of them, heaped into an immense pile, and forming the central feature of a window display given over to an exhibit of a druggist's own line of household remedies.

This large sign was suspended overhead:

YOU CAN SAVE A PILE LIKE THIS
IF YOU TRADE WITH US.

The druggist told me that this heap of money possessed great attraction for the passers-by and incidentally brought him many inquiries concerning the merchandise displayed in the background of the window.

* * *

Here is a little time-saver that the buyer for a store doing a $100,000 annual business told me about recently. To determine the price of a single package of an article, multiply the gross price by seven. For illustration, if a certain piece of merchandise costs $9.00 a gross the price of a single package is six and three-tenths cents.

The buyer says that this short cut is of special value when traveling salesmen are quoting prices on goods that he has never handled.

One bitterly cold day this winter the window decorator in one of the chain-stores in Detroit placed over a display of thermometers a placard reading: "THERMOMETERS ARE WAY DOWN. NOW IS THE TIME TO BUY." During the two days they were in the window the store manager told me that over twice as many were sold as had been disposed of in the preceding six months.

He said that when summer comes he is going to give customers a chance to buy thermometers again before they go way up.

* * *

Candy manufacturers of the better sort place in all packages of their goods a statement to the effect that if the candy is not fresh the dealer from whom it is obtained will replace it with a new box. There is nothing new about that idea at all, but—here is the statement that The-Girl-I-Call-On-Sunday-Nights found in a package:

"If the candy in this box is not what you think it should be, telephone the Corner Pharmacy and we will send another package by special messenger."

* * *

"At three cakes for a dime, our Buttermilk Soap is cheaper than dirt," was the announcement that I saw in connection with a Saturday special sale the other day. The people on the street evidently saw it, too, for the young woman behind the soap counter told me she had sold, during the afternoon, over four hundred cakes of the soap.

* * *

High-grade chocolates—the kind that retail for 80 cents and a dollar a pound—are kept constantly on display by a druggist that I met recently in an eastern city. His store is situated in the middle of the block, and on either side of him are stores that also handle confectionery. Their windows, however, are usually filled with cheaper grades of chocolates—those that retail for 29 and 39 cents a pound.

This druggist calls attention to the superior qualities of his goods by having in a conspicuous position in his window a sign that reads: "You Have Seen the Rest, Now See the Best."

The Saunterer is a pretty clever observer, isn't he! We hope to keep him on the staff for a few months anyway.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

METHODS OF A KANSAS DRUGGIST.

To the Editors:

I have always taken a great deal of interest in your department, "Profits and Earnings." The form you are now using strikes me as being a very good one, for the reason that I am using one very similar myself.

One of the great mistakes druggists make is that they do not keep an accurate account of their expenses. In the last issue of the BULLETIN I went over very carefully "Michigan's" statement, and noted an expense account of $2754.28. This is surely wrong; it can't possibly be right. Allowing the proprietor a salary of $1200, figuring clerk hire at $900, and rent at $600 we get $2700. Now this would leave only $54.28 to cover heat, lights, insurance, and a lot of other things. I figure that a store doing a business of $10,000 or more in a town containing from five to ten thousand inhabitants can't possibly escape an expense account of at least $3300.

Now a word in connection with your February editorial, "Dissecting Last Year's Record," in which you presuppose that every druggist draws up a sort of a table, after taking inventory, which will show him where he stands. I do this, of course, and I am going to show you my way of keeping-track-o'-things.

In a separate part of my record book I have ruled off a page which I shape up like this:

	Salaries.		Misc. store exp.	Freight, etc.	Insurance.	Bottles, labels, etc.	Total mo. exp.	Invoices.
	Prop.'s	Clerk's						
Jan.								
Feb.								
Mar.								
April								
May								
Etc.								

At the end of each month it doesn't take but a few minutes to go over the books and invoices and place the different items in their proper columns. This method offers a splendid opportunity for comparison and also for getting at gross profits, net profits, etc., intelligently.

In taking inventory at the end of the year we divide the store into 9 different sections, or departments. After our inventory has been taken we then take up the invoices of goods bought during the year and go over them and list what has been purchased under these 9 different departments. This takes about two hours; and from the totals we arrive at the increase or decrease in the inventory. We next add or subtract (as the case may be) this increase or decrease to or from the amount of goods bought during the year. We now have the amount of goods we have sold in each department, and by a comparison with previous years we are able to ascertain whether or not each special department is keeping up its batting average.

As a sample department let us take, by way of illustration, cigars. Suppose that our 1913 inventory footed $203.88, and that our 1914 inventory shows only $144.68—a decrease in stock of $59.20. Turning now to our record we find that the cigars bought in 1914 amounted to $1646.16. To this we add the $59.20, finding that the amount sold during 1914 was $1705.36.

Had the inventory shown an increase, instead of a decrease, we would, of course, have subtracted the $59.20 from the amount bought, instead of adding it to the amount bought.

In conclusion I will say that I do not follow your method of adding the items of freight and express to the goods purchased. I treat these two items as expense and enter them, accordingly, in the expense account. I do not like the idea of adding freight and drayage to "goods purchased," for the reason that it is almost impossible to figure the proportionate amount that should be added to each individual item in a bill of goods; but if it is all included in a certain per cent, then it is very easily done.

Newton, Kansas. JOHN C. REESE.

A PERIODICAL CLEANING OF TINCTURES.

To the Editors:

In my estimation, a periodical cleaning of tinctures and fluidextracts is secondary in importance only to the yearly inventory of stock.

By "cleaning" I mean ridding the tinctures and fluidextracts of the precipitates which accumulate on the bottoms of the containers after

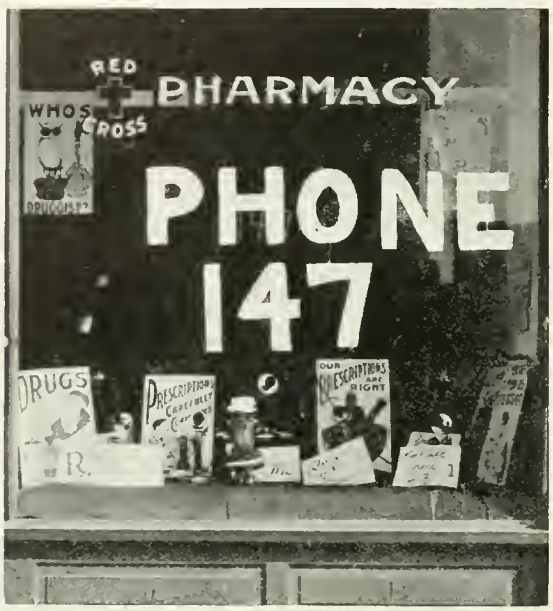
BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Featuring Telephone Service.—

The accompanying illustration is a photograph of a window display used by Erwin Thompson of Rugby, North Dakota, to impress his telephone number upon the minds of the buying public.

Several telephone instruments with streamers attached to them, and leading to a large red cross in the



background, constituted the main feature of the display. In addition there were a number of show-cards in various parts of the window advertising the prescription department. Smaller cards, bearing the names and telephone numbers of some of the town's leading physicians, were placed in prominent positions in the foreground. The store's phone number was painted conspicuously in white on the window itself.

Getting Trade in a Small Town.—

Discussing schemes for bringing additional customers to the drug store in a small town, E. B. Heimstreet, of Palmyra, Wis., in a paper presented before the Wisconsin Pharmaceutical Association, tells of several methods that have resulted in more business for his store:

"First of all," he says, "use the personal letter. Read your papers and note new arrivals. If John Smith has just come to town, write him, tell him you are glad to greet him as a neighbor, and that if he should happen to want anything in the drug or toilet line, to come in and see you. It will bring him almost every time.

"If you read of a new baby at the Smith's, drop the happy parents a letter of congratulation and tell them about that toilet powder so nice for the baby.

"Have a mailing list and revise it every three months. You can secure an imitation typewritten letter for about $3.50 a thousand; once in a while get out such a letter and send it to every name you can within ten miles. The idea of being personally addressed appeals to every one. I have had more than one customer tell me, 'I came to trade with you because you sent me such nice letters.'

"Here is a little scheme that has always paid me: Purchase half a gross of small dressed dolls, cheap ones, keep them handy, and when a customer who brings a child with him makes a purchase, hand the little one a doll. The little one will grab it and remember you for years.

"Don't make a cash donation to a church fair; send an assortment of some of your own goods and give the church the proceeds. In this way you can make a larger donation and at the same time get your goods advertised.

"When you open your soda fountain in the spring go to some society and offer it half the proceeds for that day if the society will take charge of the opening. You will be surprised to see how little this advertisement will cost.

"Lend your mailing list to good manufacturers only, and have them put your imprint on the matter sent out. Carry an ad. in your home paper; it is as essential as light in your store. Keep your telephone number before the people."

Two Prescription Bringers.—

We are reproducing two of the newspaper advertisements used by W. L. Dewoody & Co., of Pine Bluff, Ark., to stimulate the prescription business of the

We Solicit

Your Prescription business.

We Offer

Drugs of the Highest Purity only.

We Use

Every possible safeguard against mistakes in compounding.

We Employ

Only fully qualified Registered Prescription Clerks.

We Have

The fastest delivery service in the city.

W. L. Dewoody & Co.
DRUG STORE.

100 Doctors on a Wire

That wire is our Prescription File for one year, showing over fifteen thonsand new prescriptions from more than a hundred different doctors. Over a hundred physicians sending us their work is an extensive patronage, and includes every Pine Bluff doctor and the more prominent medical men for miles around (mail orders—one of onr specialties).

The confidence reposed in us by this body of able professional men ought to suggest a strong reason why we should be

YOUR PRESCRIPTIONIST.

Your doctor will gladly leave your orders here if you prefer our store and our methods. Prompt and efficient service to all.

W. L. Dewoody & Co.
DRUGS OF HIGHEST PURITY ONLY.

store. We are indebted to Andrew C. Parse, manager of the store, for the specimens.

Newspaper space is used regularly by the company to

exploit the different departments of the business. The ads. of the prescription service alternate with those of the various specialties featured.

Dewoody & Co. deliver, by special messenger, all prescriptions when so requested.

A Prescription Department Record Form.—

At the 1914 meeting of the Kentucky Pharmaceutical Association, Addison Dimmitt, of Louisville, Ky., described a prescription department record form that has proved of much value to him in the conduct of his business.

"When a prescription is received in our place of business, we at once attach it to one of our prescription department record forms," said Mr. Dimmitt. "This form is original with us and covers all possible information relative to the prescription to be filled.

"There are blank spaces for the name of the person for whom the prescription is to be filled; address, date, time of day received, time promised to be finished; spaces for a check to indicate if prescription is to be called for, waiting, to be sent, price, C. O. D., charge, original back, copy wanted, double quantity, prescription filled by, prescription checked by, serial number of prescription, customer's claim check number, if re-fill, and time finished.

"These prescription department records are filed in our prescription department in alphabetical order and kept indefinitely. The advantages of this record form are numerous. At the end of each day's business we can quickly estimate the number of new prescriptions filled, the number of re-fills, and the prices charged. It is easy to keep a record by the month or year, of exactly the total number of prescriptions filled and the average price of each, thus giving a basis for estimating the volume of business done in the prescription department."

A Birthday Invitation.—

Anniversaries of store openings are by no means uncommon, but it remained for Tim Jackson, of Shenandoah, Iowa, to go the usual plan one better. He recently issued invitations to the inhabitants of his town to attend, at his store, a celebration in honor of his fortieth birthday.

The invitations, which were given a thorough local distribution, consisted of an attractive folder measuring, when open, 5¼ by 6½ inches, printed in black ink on a good quality of white paper. The front cover read: "You Are Invited to Tim's Birthday Party." The back cover was devoted to an advertisement of the store. The text of the invitation, occupying the inside of the folder, is reproduced herewith:

A fellow never gets so old but what he likes a birthday party. So I'm going to celebrate my fortieth birthday here at the store.

I want every one of you to come in some time during the day or evening.

At first I started to make out a list, but found that you should all be invited—so let's make this a sweeping invitation; and should you find that any of your friends have been missed, please extend my invitation to them and bring them along.

It will do us all good. As I have been a good boy, I have been promised a Birthday Cake with forty candles on it, and I do want you to see it.

"MEET ME AT TIM'S CORNER"

February 4, 1915.

Cutting Out the Sale of Liquor.—

Rather than permit their store to be open to criticism, Messrs. Timmons and Thralls, of the College Pharmacy, Valparaiso, Indiana, have voluntarily abandoned the sale of all alcoholic liquor for any purpose whatever. The following is the text of a typewritten letter sent to customers and persons residing in the territory likely to be served by the store:

Realizing:

That inconceivable misery and degradation are due to the abuse of the use of alcoholic preparations;

That such criticism—brought on, we are glad to say, by a comparative few in our profession—has been directed against the retail drug trade;

That it is practically impossible to distinguish between sales for medicinal purposes and for use as a beverage;

We Are Resolved:

That we, speaking for ourselves alone, will not contribute to this odium cast upon the profession of pharmacy;

That, not having carried liquor in stock for the past year, we shall continue this policy, and will not in the future carry in stock any whisky, brandy, wine, or other alcoholic beverage:

That neither will we carry in stock any of the so-called patent medicines which do not contain sufficient medicinal ingredients to prevent their use as a beverage.

We will, as in the past, endeavor to serve our patrons with every regard for their good will; with all respect for their esteem; and with their every interest at heart; and we respectfully solicit such business as they feel they can conscientiously give us.

THE COLLEGE PHARMACY,

G. D. Timmons, *Proprietor.* Ernest W. Thralls, *Manager.*

Other druggists are elsewhere taking such a position and are throwing liquor out altogether.

Appealing to the Stranger.—

One of a series of folders used by Leon Hale of Tampa, Florida, to give publicity to his store, is shown herewith. This particular one is addressed to the newcomers in town, and is intended to impress strangers with the services Mr. Hale stands ready to offer them. The text reads:

You have come to a good town. Her people will lend their aid in making your stay pleasant.

We at HALE'S are no exception. Ask us all the questions that you care to about the big cigar factories, Ybor City, West Tampa, Sulphur Springs, Ballast Point or any other place you may think of.

Incidentally we might remark that here at Hale's you will find Tampa's best drug store—a modern pharmacy that would do credit to a much larger city.

These folders were scattered about in different places on the counters where they might be picked up and read by customers. They were also included in outgoing packages. When folded over once the slip measured about 2¼ by 4 inches.

An Unusual Advertising "Stunt."—

A western retail dealer is securing for himself a measure of publicity quite out of proportion to its cost, says the *Electrical World*. This dealer has had all the lamps in his store wired to a switch which can be operated by a push button outside the entrance. Over the button there is a sign reading, "You can see our store by pushing this button." Many of those who pass during the evening hours yield to their curiosity and push the button, whereupon the entire interior is lighted. The lamps are cut off automatically as soon as the switch is released, and the scheme has caused considerable comment.

PRACTICAL PHARMACY

Labeling Tin Boxes.—

The first thing to do in preparing a tin surface so that a label will stick to it permanently is to remove the oil or grease adhering to the surface, says H. C. Bradford in a recent issue of *Merck's Report*.

This may be accomplished most effectively by applying crude sulphuric acid to the tin with a swab made of glass wool. The acid is first diluted with water and then applied to the surface with the swab. The tin is then washed with a solution of sodium carbonate and allowed to dry. This procedure puts the tin in good shape to hold the label, provided the proper sort of paste is used.

Grease may be also removed, although not so thoroughly, by rubbing the surface of the tin to be pasted with a sponge that has been wet and rubbed on a cake of scouring soap or even dipped into whiting. Then the surface is given a coat of some slow-drying resinous varnish.

The best varnish to use is damar, thinned out with alcohol until it is about of the consistency of compound tincture of benzoin. Tincture of benzoin, or even tolu tincture, may be used in place of the damar.

According to Mr. Bradford, the most suitable paste to use in causing labels to stick to tin treated in one of the foregoing ways is the following:

Lump starch	16 ounces.
Powdered aluminum sulphate	2 ounces.
Concentrated lye	2 ounces.
Venice turpentine	2 ounces.
Glycerin	4 ounces.
Water	12 pints.

Mix the starch, aluminum sulphate (not alum), and 4 pints water, to a smooth, creamy paste. Dissolve the lye in about 1½ pints water, and stir slowly into the starch mixture, beating it briskly, so as to get a smooth, even mixture. Next, warm the Venice turpentine until it can be worked easily, and stir it in in the same manner, and then follow with the glycerin. Lastly, beat in the balance of the water, put the mixture on the fire and heat, with stirring, until it is just cooked. It should be rather soft. Stir in about half an ounce of methyl salicylate, mix thoroughly, and put into jars.

Testing Water for Lead.—

A simple test for demonstrating the presence of lead in water is reported in the January issue of the *Pharmaceutical Journal*.

In making the test 50 Cc. of a two-per-cent solution of sodium acid sulphite is added to an equal amount of the suspected water. If lead is present a milky liquid results. If this milkiness occurs within two or three minutes lead is present to the extent of one part in a million parts.

To successfully carry out the test, barium and tin must be absent from the water. The presence of copper, sulphur, nickel, iron, aluminum, magnesium, or calcium does not interfere with the reaction.

Making Laundry Bluing.—

Druggists are sometimes asked to supply a laundry bluing for household use. To obtain a satisfactory product the *National Druggist* recommends the following procedure:

Dissolve 217 parts of potassium ferrocyanide in 750 parts of distilled water (fresh, clean rain water will answer), and to the solution add sufficient water to bring it up to 1000 parts. In another vessel dissolve 100 parts of ferric chloride, in a similar manner, in 1000 parts of distilled or rain water.

Make a cold saturated solution of sodium sulphate in water enough to obtain 4000 parts (which will require between 1400 and 1450 parts of the sulphate). Now add one-half of the sulphate solution to each of the other solutions (bringing each of them up to 3000 parts).

Finally add the solution of ferric chloride to that of the ferrocyanide in a thin stream, with constant stirring. The stirring should be maintained for several minutes after the last of the solution is added, or until there is no longer a separation of precipitate.

Filter off or decant the liquor and wash the precipitate with clear water until the wash water comes off stained a deep, clear-blue color. After washing spread the mass out to dry, and let dry until pieces of it break with a fine bronze fracture. The drying may be done either by natural or artificial heat.

The product is entirely soluble in cold water, and is the "soluble laundry blue" of commerce.

A Menthol Difficulty.—

In the following prescription the menthol, owing to its comparative insolubility in glycerin, floats on top of the mixture:

Cocaine hydrochloride	5 grains.
Acid carbolic	5 grains.
Menthol	5 grains.
Glycerin, q. s. ad	1 fluidounce.

When compounded by dissolving the cocaine hydrochloride in the glycerin and then adding the carbolic acid and menthol, previously liquefied by rubbing them together, the separation takes place within a short time.

A method of mixing the preparation in such a manner that a more nearly stable preparation results is described by the *Chemist and Druggist* as follows:

"Place the cocaine hydrochloride, carbolic acid (using dry crystals) and menthol in a mortar. Triturate together until liquefaction occurs. Then add the glycerin gradually, continuing the trituration while it is being poured in.

"In this manner the menthol is so finely divided that it diffuses perfectly in the glycerin and remains suspended there for a considerable time. It will ultimately rise to the top, but a shake of the bottle again diffuses it perfectly."

Purifying Drinking-water.—

A method employed in France to purify drinking-water is described by the *Pharmaceutical Journal* of London as follows:

"To each liter of water to be purified, three centigrammes of powdered potassium permanganate, and six centigrammes of powdered alum, are added. After standing for five minutes the pink color should still be evident; if not, a second or a third quantity of the salts is added.

"Any excess of permanganate is then removed by means of three centigrammes of sodium hyposulphite and six centigrammes of dried washing soda. After ten minutes, the water is run through absorbent cotton, and a perfectly safe drinking-water is the result.

"The chemicals used in the process may be in tablet form, in which state they will keep indefinitely."

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Osmosed Opinions.—

J. C. Umney says that good storax contains at least 20 per cent of cinnamic acid, but is difficult to get at the present time.

"Vioform" is a new, odorless iodine compound for use in place of iodoform. It is stated to stimulate the tissues and promote healing as well as being a disinfectant.

F. Tutin finds the active principles of senna to be glucosides of rhein and emodin with some fine rhein and aloe-emodin.

Sodium naphthenate is replacing soap for cleansing wool, etc. It lathers like a cocoanut-oil soap and is not easily salted out.

J. A. Butterfield says that traces of hydrogen sulphide can be detected more certainly by the nose than by lead-acetate paper, as ordinarily used.

H. W. Gill says that each per cent of sodium iodide in solution brings about the solution of a corresponding percentage of iodine.

W. Wegelin has succeeded in making colloidal solutions of silicon, antimony, tungstic, titanic and molybdic acids, and of starch, by simply grinding these substances to the requisite degree of fineness in an agate mortar, keeping them moist meanwhile.

A purified tuberculin has been prepared in Germany which is four times as sensitive and only one-fifth as toxic as Koch's tuberculin.

Non-tuberculous animals eliminate tuberculin in about six hours, while tuberculous animals retain it for a considerable time.

Women are more susceptible to lead-poisoning than are men. By means of electrolytic baths lead can be entirely eliminated from the system in a short time.

Bromides greatly intensify the action of urethane, particularly when given about fifteen minutes after the administration of the urethane. Other hypnotics act similarly.

Dr. Spitzig advocates the liberal use of sugar in breaking up the alcohol habit. He claims that it takes the place of alcohol in part and reduces the craving.

The cultivation of bats by building bat-roosts is said to be an efficient method of reducing mosquitoes. Besides this bat guano is commercially valuable, and profit results therefrom.

C. Barns says that a hot Bunsen burner is not able to supply sufficient air for the complete combustion of gas, because the hot air is too viscous to enter the vent freely. For complete combustion the lower part of the burner must be kept cold.

A German chemist claims that chromic acid exists only in combination with bases, and when liberated from combination it becomes a polychromic acid or a dichromate.

An engineer proposes to use mercury in boilers in place of water for generating power, and claims that a saving of 40 per cent in fuel can be secured thereby. He has tried the principle on an experimental scale.

French chemists have succeeded in transforming citronellol into rhodinol, the essential principle of rose oil. A true synthetic rose oil is now promised.

Lecithin is found to increase the assimilation of nitrogen and of phosphorus. Moderate quantities of lecithin are considered desirable in the diet.

Cows are found to contain a larger proportion of iodine in the thyroids, and also a larger proportion of thyroid tissue, than bulls or oxen.

The membrane of the lungs is found to be impermeable to ammonia gas, thus preventing ammonia fumes from being absorbed into the blood.

Saved Without Fire.—

The principle of flameless or surface combustion is being applied in practice to good advantage. By this method a mixture of gas and air, in explosive proportions, is fed to a porous burner and burns on the far side without flame, but with an intense heat. This heat can be concentrated and used as a unit, as in the heating of boilers, where each tube may be surrounded by its own burner, and an efficiency of 90 per cent of the gas secured. In furnaces, platinum is melted quickly and a temperature of 2000° C. (3600° F.) is easily maintained. The method has been adapted to household cooking-stoves, and a saving of 30 to 45 per cent of gas is claimed for them.

A Blazed Trail.—

V. H. Moore finds that persons who have had typhoid fever or have received typhoid vaccination respond more quickly and vigorously to injections of killed typhoid bacilli than persons who have not been immunized. He concludes that the beneficial effects of typhoid vaccination last more than two years, and that its benefits are not so much due to the presence of antibodies in the blood as to an increased readiness to form antibodies when typhoid toxins are introduced.

Some Emulsions.—

A stiff jelly-like emulsion of olive oil containing 97 per cent of the oil can be prepared with 0.15 Gm. of sodium oleate and 3 Cc. of water. The oil must be added to the soap solution in portions, each being emulsified before adding the next. Sodium oleate will emulsify benzine in any proportions from 1 to 99 per cent in the emulsion—the latter being stiff and jelly-like.

Ointment Bases.—

Dr. Wild says that goose grease and turtle oil have no advantages over lard as ointment bases, but that cocoanut oil and palm oil are advantageous on account of the readiness with which they spread on the skin. He recommends a mixture of 85 per cent of petrolatum with 15 per cent of paraffin as a non-absorptive base, and for ointments which are designed for protective and epidermatic effects.

On the Dog.—

G. Barger says that poisonous products in goods produced by putrefactive changes, such as ptomaines, etc., cannot be satisfactorily determined by chemical means. These bodies are mostly insoluble in ether or chloroform, and so are very difficult to extract. They may be precipitated by silicotungstic acid, but the best test is their physiological effect.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Burning Soot Out of Chimneys.

N. W. G. says: "When I was an apprentice in England we used to sell a preparation to be placed upon a bed of live coals for the purpose of burning the soot out of pipes and chimneys. Can you furnish the formula of such a preparation?"

Chemical chimney cleaners are compounds, in powdered or cake form, put up in packages of about 3 or 4 ounces each. When put on a hot fire they evolve gases which carry off more or less of the soot in the chimney.

The instructions for use are to make a hot fire and then place the cleaning compound on it. If the chimney leads from an open grate a blower should be placed in front of the fire.

Here are formulas for two of these compounds:

(1)

Copper sulphate	7 ounces.
Coarse salt	6 ounces.
Ammonium chloride	8 ounces.
Saltpetre	5 ounces.
Fine sand	2 ounces.
Coke dust	2 ounces.

Mix well.

(2)

Common salt	7 ounces.
Saltpetre	4 ounces.
Sulphur	7 ounces.
Copper sulphate	7 ounces.
Ammonium chloride	8 ounces.

Mix well.

If desired, either of these preparations can be colored with an inert material, such as red ochre.

Headache Remedies.

C. A. J. writes: "I am desirous of getting a formula for a headache remedy, in capsule or powder form, which possesses merit and which can be sold with satisfaction."

In a previous issue of the BULLETIN, B. S. Cooban, of Chicago, Ill., reports that he has had considerable success in selling a headache powder made according to the following formula:

Acetphenetidin	4 drachms.
Citrated caffeine	1 drachm.
Sugar of milk	6 drachms.

Mix and divide into 10-grain powders.

Mr. Cooban sells two of these powders in an envelope for ten cents.

A combination that is much used in some localities as a headache remedy is the following:

Acetanilide	140 grains.
Caffeine	10 grains.
Sodium bromide	4 grains.
Sodium bicarbonate	36 grains.

Mix and divide into 40 powders or capsules.

Here is a headache powder that contains no coal-tar derivatives:

Guarana	10 grains.
Sodium bromide	5 grains.

Of course acetanilide and acetphenetidin will have to be mentioned on the label, in accordance with the food and drugs act.

Slow-selling Cigarettes.

P. H. S. inquires: "What is the best way to move unpopular or slow-selling cigarettes?"

Probably the method most resorted to in moving unpopular brands of cigarettes is to offer them at prices low enough to be attractive to some one. Some stores get rid of dead stock by selling two packages for the price of one. Others dispose of slow sellers by means of "one-cent" sales. That is, they sell a package for a cent, provided the customer buys at the same time another package at the regular retail price. Still another scheme used by many merchants is that of the combination sale. This consists of the offer of two or more packages of a popular brand at the regular retail price, with a package of the slow seller thrown in free of charge.

It may be possible to realize full retail value from the goods by displaying them prominently on the counters where cigarette customers cannot fail to see them. Jobbers are sometimes willing to accept for credit packages of cigarettes and tobaccos which prove to be unsalable in certain localities, provided they have a sale for them in other parts of their territory.

We are unable to furnish you any information on the other question you submit as the matter is rather out of our line.

Show-card Writing.

G. W. R. desires to be informed of a live publication dealing with show-card writing.

We are not familiar with any magazine devoted exclusively to the subject of show-card writing. However, many of the drug journals give considerable space to the matter, and perhaps some of them will answer your requirements. From time to time there are published, in the BULLETIN OF PHARMACY, articles dealing with various phases of show-card work. The annual indexes in the December issues will enable you to find them readily.

Department R. of the Newton Automatic Shading Pen Co., Pontiac, Mich., offers a book of 100 pages entitled, "A Practical Compendium of Commercial Pen Lettering and Designing," intended to furnish instructions in commercial lettering and designing. The information contained in it may be of value to you. The price of the book is $1.00

Sweeping Compounds for Carpets.

K. & P. ask: "Please furnish a formula for a sweeping compound suitable for use on rugs and carpets."

Preparations intended to be sprinkled on carpets and rugs for the removal of dust and dirt are open to the objection that instead of taking up the dust, the cleaning mixture is likely to sift through the pile and cause more dirt to lodge there than was present in the first place.

However there are several compounds that are frequently used for the purpose. Common salt, sprinkled over the surface of the carpet and then swept off, gives the carpet a bright and clean appearance. A proprietary mixture on the market is said to be composed of nothing but ordinary salt, colored with green aniline and perfumed with eucalyptus oil.

Silver Polish.

The B. D. Store writes: "We desire a formula for a silver polish in cream form. We would also like the formula of a polish in brick form."

The following produces a silver polishing cream that is said to be very satisfactory:

Infusorial earth	8 ounces.
Potassium hydroxide	½ ounce.
Soft soap	1½ ounces.
Hot water	1 pint.

Dissolve the potassium hydroxide in an ounce of the water. In the remainder of the water dissolve the soft soap, and mix the infusorial earth with this solution. To this mixture, add the potassium hydroxide solution and incorporate the two thoroughly. The infusorial earth used should be the finest and whitest obtainable.

A satisfactory brick or cake polish can be made as follows:

Dissolve, by aid of heat, five ounces of cocoanut-oil soap in six fluidounces of water. Incorporate with this sixteen ounces of prepared chalk. The mass is then molded into cakes of the desired shape and size.

A Cocaine Mixture.

The R. Phcy. writes: "Fill in the proper amounts of thymol and phenol and tell us how to proceed in order to compound the following:

Cocaine	1.00
Thymol	
Phenol	
Normal salt solution, q. s. ad	100.00

"Make a hypodermatic solution. Sterilize by bringing to boiling point and boil for one minute. Filter."

Use ½ gramme of phenol and ¼ gramme of thymol. In place of the cocaine it would be advisable to substitute cocaine hydrochloride.

Triturate the thymol, the cocaine hydrochloride, and the phenol in the normal salt solution. As cocaine solutions which are acid in reaction are less likely to be affected by heat than are alkaline or even neutral solutions it would be advisable to add a drop of dilute hydrochloric acid to the mixture. Then boil as directed and filter.

Prescriptions and the Harrison Act.

S. Bros. write: "Please inform us whether it will be permissible, or whether it will be considered a violation of the Harrison Act, to compound a prescription, received by telephone, that contains one of the drugs mentioned in the act."

It would not be a violation of the Harrison Act for a druggist to compound a prescription telephoned to him; *but he could not safely deliver it after it was compounded* without receiving in exchange for it a prescription signed by a physician registered under the Act, dated the day it was signed, and bearing the registry number of the physician and the name and address of the person for whom the prescription was written.

A Skin-cleansing Cream.

H. V. B. says: "Will you publish a formula for a cleansing cream, pink in color, of the type that 'rubs in and out of the skin.'"

The following is claimed to produce a satisfactory preparation:

Stearic acid, pure	18.0
Sodium carbonate	2.0
Borax	5.0
Lanolin (or ol. theobromæ)	5.0
Glycerin	30.0
Distilled water	100.0
Solution of carmine	sufficient to tint.

Heat the stearic acid, sodium carbonate, horax, glycerin, and water on a water-bath until effervescence ceases, for about half an hour, permitting the loss of water by evaporation from time to time; then add the lanolin, remove the cream from the water-bath, and stir at intervals until cooler, add the carmine solution, and then mix it in a mortar with an egg-beater to a smooth cream until cold.

If desirable, a suitable perfume may be worked into the cream after it has cooled.

Liquid Shampoo.

H. V. B. writes: "Please publish a formula for liquid shampoo, green in color, that will not deposit a sediment on standing."

The following formula has appeared in a previous issue of the BULLETIN and is reported by those who have tried it to produce a most satisfactory preparation:

Sodium hydroxide	80 grammes.
Potassium hydroxide	80 grammes.
Cottonseed oil	1000 Cc.
Alcohol	500 Cc.
Water, sufficient to make	2500 Cc.

Dissolve the hydroxides in 500 Cc. water. After solution has been effected, add the alcohol, and finally the cottonseed oil, in several portions, and shake thoroughly. Allow to stand for several hours, shaking the mixture occasionally, until thoroughly saponified. Finally add water sufficient to make 2500 Cc.

To the soap liquid thus prepared add:

Potassium carbonate	50 grammes.
Terpineol	12 Cc.
Evergreen "A"	sufficient to produce a grass-green color.

Deodorizing Gasoline.

A. H. F. says: "Can you tell me how to separate gasoline from alcohol in a mixture of the two, and can you suggest a method for masking the odor of gasoline in the mixture."

There is no method that is practicable or safe for the pharmacist to use for separating a mixture of these two liquids. Indeed, the United States government considers it a serious misdemeanor for any one to attempt to separate denatured alcohol, which is essentially a mixture of alcohol, wood alcohol, and gasoline or benzine.

The odor of gasoline may be masked to a fair degree by the addition of some fragrant oil, such as sassafras, mirbane, or wintergreen.

A Home Course in Chemistry.

F. J. M. asks: "Where can I obtain a home course of instruction in chemistry enabling me to become a full-fledged chemist?"

We believe that the International Correspondence School, of Scranton, Pa., offers a course in chemistry designed for those who wish to study this subject at home during their spare hours.

The Interstate School of Correspondence, 633-641 South Wabash Ave., Chicago, and the Practical Druggist Institute, 53 Gold Street, New York, both give home courses in pharmacy. One or the other of these institutions perhaps might be able to offer you the instruction you desire.

A Copaiba Mixture.

S. M. writes: "Can you suggest a method for stablizing the following?"

Oil of santal, W. I.....1 fluidounce.
Balsam copaiba.....1½ fluidounces.
Oil of cubeb.....6 fluidrachms.
Spirit of nitrous ether.....4 fluidounces.
Syrup.....3 fluidounces.
Oil of peppermint.....1 fluidrachm.
Solution of potassium hydroxide,
Mucilage of acacia, āā.....2 fluidounces.
Water q. s. ad.....32 fluidounces.

Mix the copabia and the oils with the solution of the potassium hydroxide. Then add the spirit of nitrous ether, the syrup, the mucilage of acacia, and part of the water. To the emulsion thus formed add a sufficient quantity of starch paste to make a mixture of the desired stability. Finally add enough water to make the whole measure 32 fluidounces.

Hair Straightener.

E. G. E. & Sons say: "We need a formula for a vaselin preparation that will straighten the kinky hair of negroes."

Vaselin cosmetic is used by negroes in some sections of the country as an agent for straightening the hair. The formula is as follows:

Ceresin.....1 ounce.
Vaselin, yellow.....2 ounces.
Mutton suet.....1 ounce.
Lard.....½ ounce.
Benzoic acid.....2 grains.
Oil of lemon.....12 minims.
Oil of cassia.....3 drops.

Melt the first four substances in the order named, add the benzoic acid, strain if necessary, and after incorporating the oils pour into suitable molds. If a black cosmetic is desired a little drop-black can be added to the mixture while in a liquid state.

A Shampoo for Mange.

The G. Pharmacy writes: "Can you suppiy us with a mange remedy to be used as a shampoo?"

A combination of cresol that is used both as a shampoo and as a preparation to be applied directly to the affected parts in the treatment of mange is the following:

Cresol.....1½ fluidounces.
Green soap.....1½ avoirdupois ounces.
Alcohol.....14 fluidounces.

The preparation is to be applied daily. The proportion of cresol may be increased if a stronger combination is desirable.

Tariff Changes on Perfumes.

The O. D. Co. asks: "Have the import duties on perfumes, powders, etc., been raised during the last two or three years?"

In 1913 the tariff on alcoholic perfumery in plain packages of one pound or over was 60 cents a pound and 50 per cent. In 1914 the rate became 40 cents a pound and 60 per cent. On alcoholic perfumery in cut vials—that is, in fancy containers of less than one-pound capacity—the 1913 duty was 60 per cent. At present it is 45 per cent. The tariff on cosmetics and sachet powders is unchanged, namely, 60 per cent.

Benzoic and Boric Acids in a Cocaine Solution.

O. D. R. says: "I prepare a one-per-cent solution of cocaine for a physician who wishes to have benzoic and boric acids added as preservatives and antiseptics. He also wants glycerin included in the mixture. What percentage of each shall I add?"

The question of the proper amount of glycerin and acids to be added to a solution of this kind is largely up to the doctor. An excess of glycerin, however, should not be used. We suggest that the addition of 4 per cent of boric acid, one-fifth of one per cent of benzoic acid, and 5 per cent of glycerin might prove acceptable.

Pomade Hair Grower.

K. W. B. writes: "Please furnish a formula for a so-called hair grower in pomade form."

An ointment made according to the following formula is employed for promoting the growth of the hair:

Precipitated sulphur.....5 drachms.
Resorcin.....2 drachms.
Salicylic acid.....80 grains.
Tincture of benzoin.....1½ fluidrachms.
Petrolatum.....6½ ounces.

The tincture of benzoin is first mixed with the petrolatum, and then the other ingredients (finely powdered) are thoroughly incorporated.

The ointment is to be rubbed well into the scalp, after first shampooing and drying the hair. The treatment should be kept up for a number of nights.

"Tasteless" Castor Oil.

J. L. W. says: "Kindly publish a formula for a tasteless castor oil."

Here is a formula which is said to mask effectively the disagreeable taste of castor oil:

Saccharin.....0.5 Gm.
Oil of cinnamon.....1.5 Gm.
Vanillin.....1 Gm.
Cumarin.....0.1 Gm.
Alcohol.....40 Cc.
Castor oil, a sufficient quantity to make 1000 Cc.

Dissolve the oil of cinnamon, saccharin, vanillin, and cumarin in the alcohol and add the castor oil and mix thoroughly.

A number of other formulas for this preparation can be found by consulting the annual indexes appearing in the December numbers of the BULLETIN.

A Double-decked Mixture.

J. DeB. asks: "What causes the formation of two layers in this prescription:

Tincture hyoscyamus.....1 fluidrachm.
Sweet spirit of nitre,
Saturated solution of potassium citrate, āā, q. s. ad.....3 fluidounces.
Sig.: One teaspoonful every two hours.

Potassium citrate is but sparingly soluble in alcohol. Consequently the solution of potassium citrate is immiscible with the tincture and the spirit.

S. D. Co.—We regret that we are unable to furnish you with a formula for the proprietary preparation desired.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

AN old negro man, riding on the train, fell asleep with his mouth wide open. A mischievous drummer came along, and having a convenient capsule of quinine in his pocket, he uncorked it and sifted the bitter dose well into the old negro's palate and the root of his tongue. Soon the darkey awoke and became much disturbed. He called for the conductor and asked:

"Boss, is dere a doctor on dis here train?"

"I don't know," said the conductor. "Are you sick?"

"Yas, sah, I sho is sick."

"What is the matter with you?"

"I dunno, sah, but it tastes like I busted my gall!"—*Sample Case.*

THE well-known brand of Potassium Iodide manufactured by Chas. Pfizer & Co. is especially appreciated by Pharmacists and Manufacturers of Pharmaceutical Preparations who desire an article that is uniformly U. S. P.—*Adv.*

MRS. EXE: "How many servants do you keep?"

Mrs. Wye: "None. My record for the year, so far, is 21 I didn't keep."—*Boston Transcript.*

KNOWIT ALL: "Well, I see the Germans have taken Lodz."

Hesa Nutt: "I'll bite. Loads of what?"—*Buffalo Express.*

BOARDER: "Here's a nickel I found in the hash."

Landlady: "Yes, I put it there. You've been complaining, I understand, about lack of change in your meals."—*Boston Transcript.*

"WHAT is your last name?" asked a school-teacher.

"Augustus, ma'am."

"Augustus!" exclaimed the teacher. "What is your other name?"

"Jones," said the new pupil.

"Then Jones is your last name, of course!" said the teacher, looking at the boy with considerable severity.

"No'm," replied the boy, respectfully. "My name was Jones when I was born, but mother says they didn't name me Augustus for three months!"—*Philadelphia Ledger.*

American-Made Pharmaceuticals

Among The "World's Best"

Every Retail Druggist should boost Home-Made Products. Among these

Antiphlogistine
TRADE MARK

has, for more than 20 years, been known for its **wide range** of Remedial Application, and for its **unchanging, uncompromising** Standard of Excellence, as an "honest, reliable pharmaceutical."

5% Discount on orders of $12 or more—through your jobber.

"There's Only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for

Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, • • PITTSBURGH, PA.

If you are fond of really good biscuits, Alonzo, marry a homely girl. All a pretty girl knows about dough is how to spend it.—*New York American.*

As Ever.—"Since the war began the women have been taking the places of the men on the Paris street-cars."

"Well, they'd do it here, but the men are too ill-mannered to get up."—*Buffalo Express.*

Appropriate tops for cans of talcum powder, cans and bottles of tooth powder—in fact, tops for many kinds of toilet preparation containers—are manufactured by the Consolidated Fruit Jar Co., New Brunswick, N. J.

This company also offers a full line of collapsible tubes, soda holders, and all kinds of sheet-metal goods. Prices on any of the products will be furnished on application.

Among the members of a working gang on a certain railroad was an Irishman who claimed to be very good at figures. The boss, thinking that he would get ahead of Pat, said: "Say, Pat, how many shirts can you get out of a yard?"

"That depinds," answered Pat, "on whose yard you get into."—*Life.*

"Your prices are higher than those of others."

"We dress our own beef, mum," said the butcher by way of explanation.

"Dress your own beef, eh? Well, you must think you're the Redfern of the trade."—*Louisville Courier-Journal.*

Kinnear Quad-Lock Ceilings will give your store the up-to-the-minute appearance that creates new customers. Kinnear metal ceilings are attractive, sanitary and dust-proof. They can be placed directly over old wood or plaster.

To find out what one will cost you send a diagram of your store to the Kinnear & Gager Mfg. Co., Columbus, Ohio.

Teacher: "What is the elephant hunted for, Emerson?"

Bright Pupil: "Magazine articles!"—*Puck.*

Cohen: "How did your son get through his examinations, Mr. Isaacs?"

Isaacs: "Splendid! Splendid, Mr. Cohen! He failed."—*Boston Post.*

Turn to the Rand-McNally ad.

To Retain Your Best Customers Sell Diamond Dyes.

Good customers, steady customers—customers who buy for whole families are those who use—

Diamond Dyes

Don't let your trade drift away from you and go to your competitors because you cannot supply them with the goods that they want.

Keep a full stock of DIAMOND DYES on hand at all times.

You had better take stock now, and order any colors of DIAMOND DYES that are lacking.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT, AND
200 MOUNTAIN STREET, MONTREAL, CANADA.

HARDLY.—"Some of the weddings must make Cupid laugh in his sleeve," remarks a newspaper cynic. Not the Cupid whose pictures we've seen.—*Boston Transcript.*

ENHANCE your prestige with discriminating physicians by installing a Stokes Automatic Water Still.

With one you can produce distilled water of highest purity at a cost of only two cents a gallon. For descriptive literature write the F. J. Stokes Machine Co., Philadelphia, Pa.

"WHAT makes the man always buy the girl an engagement ring?"

"The girl."—*Puck.*

WIGGLY chairs at the soda fountain reflect upon your service. The other kind—the kind that bring customers to your store—are made by the Toledo Metal Furniture Co., Dorr Street, Toledo, Ohio.

Write to-day for a catalogue illustrating Uhl Art Steel fountain chairs and tables. They are artistic, sanitary and durable.

Two Irishmen were looking in a jewelry store window, gazing at a display of diamonds. One Irishman said to the other: "Mike, how would you like to have your pick in there?" "Begorry, I would rather have my shovel!"—*Monarch.*

"WHY are you moping there, Dick?"

"I've no one to play with."

"Well, go and fetch Freddie, next door."

"Oh, I played with him yesterday, and I don't suppose he's well enough to come out yet."—*London Opinion.*

THE Limoges China Company, of Sebring, Ohio, are running an advertisement in this issue on a proposition that bears the indorsement of the leading druggists throughout the country, and merits the careful consideration of our readers.

Their ware is of high quality and carries an absolute guarantee of satisfaction. No live druggist can afford to overlook any legitimate form of advertising that promises to increase his sales.

Turn to the ad. now.

DOROTHEA NEWROX: "Where is papah?"

Mrs. Newrox: "In the library, dearie—but don't wake him up now."—*Puck.*

CONVENIENTLY located to the uptown shopping district of New York City is the Vanderbilt Hotel, situated on Thirty-fourth Street East at Park Avenue. The Vanderbilt is in the fashionable Murray Hill district, which insures the quiet so much to be desired by visitors in New York. The rates are moderate.

STYLE + QUALITY

Seamless boxes in largest variety and uniform workmanship.

GILL, NORTON, MILLER

If your jobber does not handle these well-known boxes, write for samples and prices.

AMERICAN CAN COMPANY,

Chicago **NEW YORK** **San Francisco**

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

"HERE'S a Swiss named Egg, who lives in New York, petitioning to have his name changed."

"Sort of an egg shake, eh! What is the trouble?"

"He and his wife have four children and his family is constantly referred to as 'the half-dozen eggs.' He claims his yolk is too heavy to be borne."

"Why doesn't he lay for his tormentors?"

"It appears that he did once and got beaten, whipped to a froth. Poor Egg could hardly scramble home."—*Boston Transcript.*

Do you know how to make dull Wednesday a bigger day than busy Saturday? Do you know sure-fire methods that will enable you to make more profit this year than you did last?

The Brenard Mfg. Co., Iowa City, Iowa, says that by filling in and mailing the coupon attached to the company's ad. appearing elsewhere in this issue of the BULLETIN, you will learn how your net profits for 1915 can be made to greatly exceed those for 1914.

If you want the money, hunt up that coupon now and send it to the company.

"YOU must let the baby have one cow's milk to drink every day, Mrs. Burrell," he said.

"Very well, doctor, if you say so, of course I will," replied the perplexed young woman, "but I really don't see how he is going to hold it all."—*Physicians' Drug News.*

TYPEWRITER AGENT: "Want to get rid of your old typewriter?"

Prospect: "Not yet. I just married her last week."—*Demonstrator.*

"NOT an expense, but an investment" is the way the Bishop-Babcock-Becker Co., of Cleveland, Ohio, sums up the advantages of purchasing a Red Cross Iceless Fountain.

The company says that in hundreds of stores the cost of a new fountain has been obtained from the profits on the sales made to people attracted to the store by the inviting, sanitary appearance of the Red Cross outfits installed in the establishments.

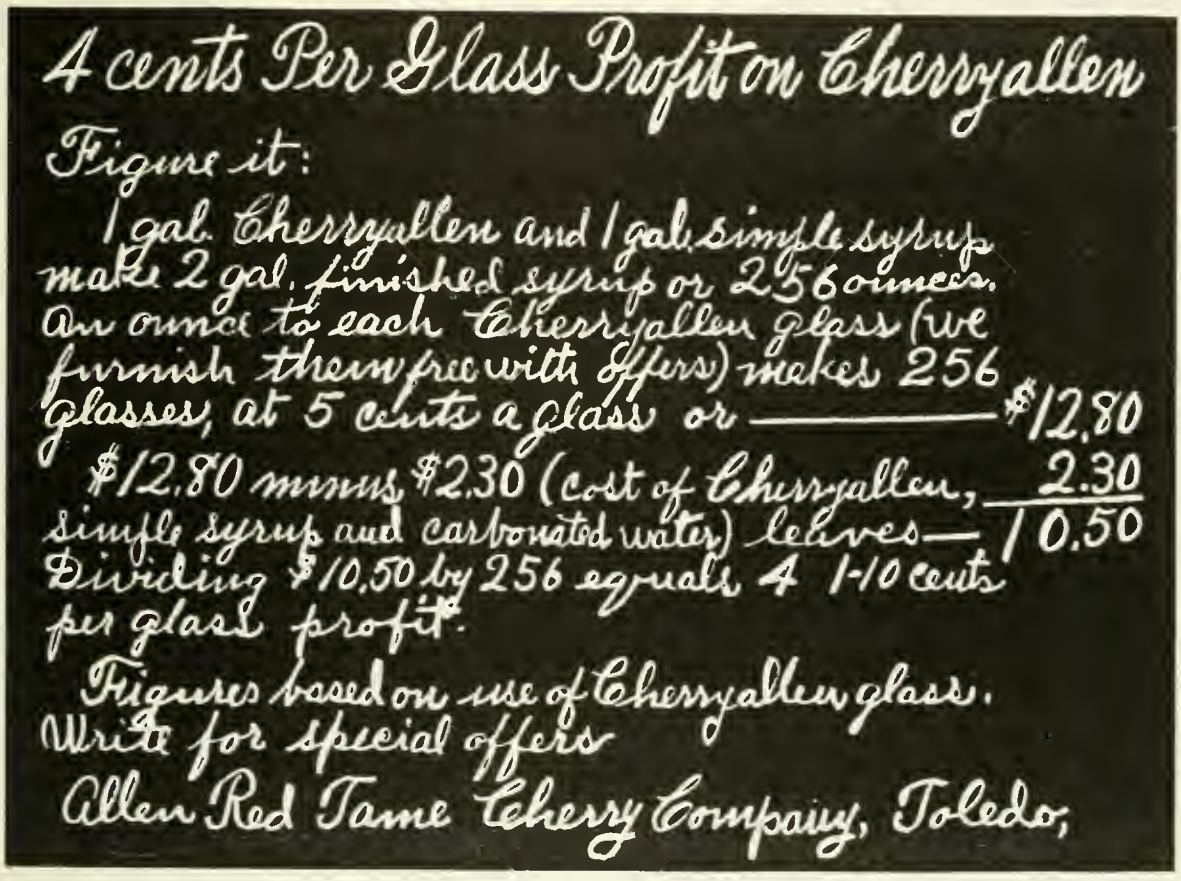
A copy of a new catalogue illustrating the many superior points of the Red Cross line can be obtained by mailing the coupon attached to the company's ad. appearing elsewhere in this issue.

Boy: "I want to buy some paper.

Dealer: "What kind?"

Boy: "Fly-paper! I want to make a kite."—*Chicago Tribune.*

EXCHANGE your slow-selling patent medicines for easy-selling "Swampland" liver pills. The Swampland Medicine Co., Ada, Okla., tells you how.


4 cents Per Glass Profit on Cherryallen
Figure it:
1 gal. Cherryallen and 1 gal. simple syrup make 2 gal. finished syrup or 256 ounces. An ounce to each Cherryallen glass (we furnish them free with Offers) makes 256 glasses, at 5 cents a glass or ——— $12.80
$12.80 minus $2.30 (cost of Cherryallen, simple syrup and carbonated water) leaves ——— 10.50
Dividing $10.50 by 256 equals 4 1-10 cents per glass profit.
Figures based on use of Cherryallen glass.
Write for special offers
Allen Red Tame Cherry Company, Toledo,

FARMER BARNES: "I've bought a barometer, Hannah; ter tell when it's goin' ter rain, ye know!"

Mrs. Barnes: "To tell when it's goin' ter rain! Why, I never heerd o' such extravagance! What do ye s'pose th' good Lord hez give ye th' rheumatiz fer?" —*Judge.*

How many rubber bands do you get when you buy a pound?

The ordinary No. 10 or No. 11 bands used by druggists run approximately from 4200 to 4500 to the pound.

There is a rubber band of the same length as the No. 11 and which has the same elasticity and durability, which runs over 9000 to the pound, due to the fact that it is only half as thick.

This is the "Bestuvall" pure Para band sold by the Dykema Co., of Pittsburgh, Pa., under a five-year guarantee.

The price per pound is the same as on ordinary kinds, but the difference in weight and thickness means that you get twice as many "Bestuvall" bands for the same money.

Send sixty cents in postage to the Dykema Co., 3602 Fifth avenue, Pittsburgh, Pa., for a trial order of a quarter of a pound.

EXAMINER: Do you know what nasal organ means?

Boy: No, sir.

Examiner: Correct!—*London Opinion.*

"OH, Georgie, Georgie!" exclaimed a fond mother when she saw her small boy considerably battered up and dirty, "you have been fighting again! How often have I told you that you shouldn't fight?"

"Well," said he, "what are you going to do when a fellow hits you?"

"Why, keep out of the way," said the mother.

"I'll bet," said the youngster, "he'll keep out of mine after this."—*Kansas City Star.*

HAVE you seen Rand-McNally's unusual offer? Look on page 3.

THIS would be a whole lot better world if the drug stores sold as much soap as they do talcum powder.—*Cincinnati Enquirer.*

"GOLD LABEL" prescription corks are seals of sincerity. They're the kind without imperfections. Ask the Paddock Cork Co., Brooklyn, N. Y., for prices.

"MOTHER," asked Tommy, "is it correct to say that you 'water a horse' when he is thirsty?"

"Yes, my dear," said his mother.

"Well, then," said Tommy, picking up a saucer, "I'm going to milk the cat."—*Judge.*

KOKO-KAKS
REG. U.S. PAT. OFF.
TRADE MARK

FOR HOT CHOCOLATE

KOKO-KAKS make *delicious* hot chocolate. The kind that boosts your reputation as *"the fountain where the dainty drinks are served."*

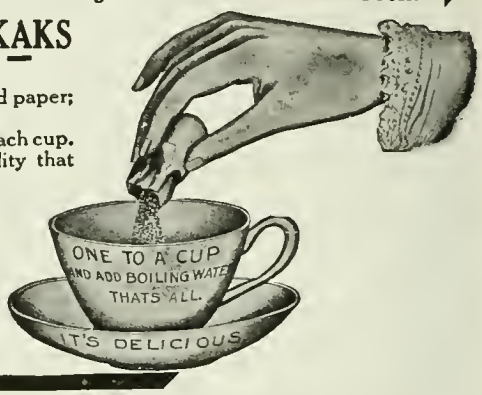
KOKO-KAKS are made from finest Dutch Cocoa, pure granulated sugar, milk powder and vanilla. Pressed into cakes—each wrapped in paraffine paper, retaining freshness of chocolate permanently.

Easy to prepare, too. Crush package between fingers and pour out chocolate into cup. Add hot water, stir slightly, serve. No boiling, nothing to add.

The Hardest Part of the Operation is Punching the Cash Register—For a Nice Round Profit

WHY YOU SHOULD USE KOKO-KAKS

QUICKER—Always ready—no wait.
CLEANER—Each cake protected in individual waxed paper; no finger touches it.
CHEAPER—No waste—and you know exact cost of each cup.
BETTER—Every cup has the same satisfying quality that *tastes like more.*



Moisture-proof box of 100 cakes, $2.00. Express or Parcel Post prepaid if cash accompanies order. Send direct, giving name of jobber. Ask for samples.

You can also build up a fine business on KOKO-KAKS for home use—10 and 25c packages.

Made, guaranteed and sold by

E. C. HAZARD & CO., 187 St. Paul Street. **Rochester, N. Y.**

"It is wrong to write jokes about the French soldiers' pants," said a sympathetic young lady. "They are red and flamboyant, but they cover as brave and tender hearts as ever beat."—*Boston Transcript.*

The grimy hands of the automobilist, engineer, printer, painter, and all others who come in contact with dirt, grease, ink, paint, acid, etc., require a cleanser more effective and quicker than ordinary soap.

"Flash" is the well-chosen name of the best-selling preparation of this kind. It is also used extensively for housework, in cleaning painted surfaces, bath tubs, kitchen ware, etc.

It contains no acid or excess of alkali, but is made from glycerin and antiseptic healing oils combined with the best American ground and bolted Italian pumice.

"Flash" is in paste form, packed in convenient tins of four sizes that retail at from ten cents to one dollar each. It affords a good profit, is well advertised, and widely used.

The automobile, outdoor, and house-cleaning season is rapidly approaching. Prepare for it by writing to the Flash Chemical Co., 9-10 Fulton Place, Boston, Mass., for their proposition to druggists.

"Do any shooting during the season?"
"Yes, shot a brace of ducks."
"Were they wild?"
"No, but the farmer was."—*Boston Transcript.*

A Seelman Perpetual Diary is not a one-year proposition. It serves as a perpetual calendar and register of all important events. With it, records for previous years are instantly available. It can be utilized for noting appointments, contracts, receipts, weather reports, family records, etc. Twenty-five cents sent to Geo. Seelman & Sons Co., Milwaukee, Wis., secures a sample for you.

"How dreadful! Rev. Mr. Marigold taken to the hospital, a victim of locomotor ataxia!"

"I wonder," said her sister Susan, "whether the poor man was run over or whether the thing blew up with him?"—*Motor Era.*

"So Jack is engaged, is he? And is Fanny the bride-to-be?"

"No. She's the tried-to-be."—*Detroit Free Press.*

That raise in salary will come when you prove yourself to be a thorough master of your business.

The knowledge necessary to become a registered druggist can be gained by taking the home course of instruction offered by the Practical Druggist Institute, 53 Gold St., New York City. You don't have to stop work, either. The lessons can be studied at home, or in the store, during your spare hours. To-day is the proper time to send for sample lessons, terms, etc.

The Big California Exposition Breaks all Records!

More than a Quarter of a Million Visitors Attend on the Opening Day.

MOTHERSILL'S REMEDY FOR THE TRAVELERS!

The big Panama-Pacific Exposition which opened on February 20th when President Wilson touched a gold-studded telegraph key and sent a flash of electricity across the great American continent, broke all records for opening day attendance. The previous record was held by St. Louis when 176,453 people attended the first day. At San Francisco the turnstiles registered over a quarter of a million! With such an auspicious beginning, think of the thousands who will travel to the coast during the year and of the enormous demand there will be for MOTHERSILL'S SEASICK REMEDY, to prevent TRAINSICKNESS and SEASICKNESS.

Druggists who are alert to money-making opportunities will not only be prepared to supply the demand created by MOTHERSILL'S reputation and our advertising, but will suggest and recommend MOTHERSILL'S to every patron who contemplates the trip to the fair, whether by rail or water. We will help you to do this by supplying free advertising matter. Ask for it at once and get the benefit of the big 1915 demand for MOTHERSILL'S. Retails at 50 cents and $1.00. Write us for net prices to druggists. Quick action means money to you! Send for a free copy of MOTHERSILL'S TRAVEL BOOK.

MOTHERSILL REMEDY CO., 503 J. HENRY SMITH BLDG., DETROIT, MICH., U. S. A.

J. D. Humphrey & Son, of Huntsville, Alabama, opened recently a second store in their city that is up to the minute in every particular. Solid mahogany fixtures and cemented plate glass and marble show cases are features of the new store, which is in charge of J. D. Humphrey, Jr. A handsome Bishop-Babcock-Becker fountain occupies a prominent position. The stock of the prescription department is arranged in a modern filing system, enabling the clerk in charge to locate instantly any desired article.

Dr. J. D. Humphrey, the senior member of the concern, is mayor of Huntsville and is well known in both State and national pharmaceutical circles. Walter L. Humphrey, buying manager for the concern, is a vice-president of the N. A. R. D.

Mrs. Jones: Does your husband remember your wedding anniversary?

Mrs. Smith: No; so I remind him of it in January and June, and get two presents.—*Harper's Bazaar.*

Now is the proper time to order a stock of local-view post-cards to meet the demands of the visitors who will flock to your town during the summer months.

For $5.00 The National Colortype Co., of Newport, Ky., will make to your order 1000 blue delft post-cards of any subject you desire. One thousand hand-colored cards can be obtained for $6.75.

The Puffer Manufacturing Co., 51 Portland St., Boston, Mass., says that its Sealed Fountain cuts ice bills in two, has a construction that insures perfect refrigeration, and is dirt and insect proof. Important points.

A complete catalogue, explaining in detail "Puffer" sanitary soda fountains, is yours for the asking. Write for it to-day.

"Johnny," asked a Sunday-school teacher, "do you say your prayers every morning?"

"No. ma'am, but my father does," said Johnny, whose dad is a hardware man.

"And what prayer does your father say, Johnny?"

"He says, 'Oh, Lord, how I hate to get up!'"—*Chicago Post.*

Look for the quick, clean profit-makers! The Marvel Whirling Spray Syringe is one. It has demonstrated its right to dominate the trade—the best druggists everywhere have been selling it for fourteen years.

First Cornishman: What do 'ee think I've a-zeed? Bill Smith strung up in the barn. 'Anged 'uself!

Second Cornishman: 'Anged 'uself 'ave 'ee? And what's do? Cut 'en down?

First Cornishman: Cut 'en down? No; 'ee warn't dead yet.—*W'roe.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France
as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

IT IS A MARVEL

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

Detroit Branch A. Ph. A.—The February meeting of this organization was held Friday evening, February 19. A resolution, introduced by Prof. W. H. Allen, was adopted recommending that the parent association investigate the subject of antidotes for mercuric chloride poisoning with a view to publishing a reliable method that could be used by druggists when called upon to render first aid. Mr. Allen, in presenting his resolution, declared that what he desired was the publication of a method for treating bichloride poisoning as is done in the case of arsenical poisoning for which first aid can be given by administering the ferric hydroxide with magnesium oxide of the U. S. P.

Professor Wilbur L. Scoville gave an interesting and decidedly instructive talk on the incompatibilities likely to occur when compounds of quinine with organic acids are exposed to the actions of light or heat. He also dwelt on the reactions of iron salts with organic acids when exposed in similar manner. A third case of incompatibility described by Professor Scoville was that of a combination of boric and tartaric acids in tablet form which proved to be sufficiently active chemically to liberate hydrochloric acid from ammonium chloride. Professor Scoville's talk precipitated a lively discussion that proved of much practical interest to the members present.

"The Relations Between Clerk and Employer" was the subject of a talk by Charles F. Mann that likewise elicited considerable comment by the members.

It was voted to extend an invitation to the members of the Wayne County Medical Association to attend the March meeting of the Detroit branch. At this time Dr. C. W. Edmonds of the University of Michigan will address the organization on the subject of "Twilight Sleep."

Although druggists are familiar with the laws of physics, some of them who operate soda fountains apparently disregard the fact that when ice cream melts it loses astonishingly in volume.

This means, of course, that the druggist serving soft ice cream is losing a goodly part of his profits. And to make matters worse, he is dissatisfying his customers, who naturally prefer well-frozen cream.

Soft ice cream is only one of the extravagances of a poor ice cream cabinet. Think of the extra cost in ice, salt and labor required to maintain a cabinet which is a conductor of both heat and cold.

The ice-cream cabinet is certainly one of the most important parts of the soda fountain equipment. It will pay you to have a good one. Write to C. Nelson Mfg. Co., 2307 Division St., St. Louis, Mo., for a catalogue of the C. Nelson Patent Ice Cream Cabinets. This firm is a leader in its line, and the catalogue contains many important things sure to interest you.

"We've been married eight years and have never had an argument."

"Then you've never tried to dance any of the modern dances with your wife."—*Detroit Free Press.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

How about soda tables and chairs? Have you good ones, and plenty of them, for the rush season which will soon be here?

There is nothing more lasting, neat and appropriate than twisted wire furniture in connection with the soda fountain.

The A. H. Andrews Company, of Chicago, has always been the leading manufacturer in this line. Andrews first produced and marketed twisted wire furniture.

The Andrews catalogue is especially attractive. It has an expensively embossed cover, is bound with silk cord and is well illustrated. If you want a copy, simply write the company for catalogue 157.

"Pop, what's a monologue?"

"A monologue is a conversation between husband and wife."

"I thought that was a dialogue?"

"No, a dialogue is where two persons are speaking."—*Houston Post.*

"Quincy Specials" is the title of the new 192-page catalogue issued by the Quincy Show Case Works, Quincy, Illinois.

It demonstrates the increased selling possibilities of a "Quincy Equipped" store. A postal card brings it to your desk.

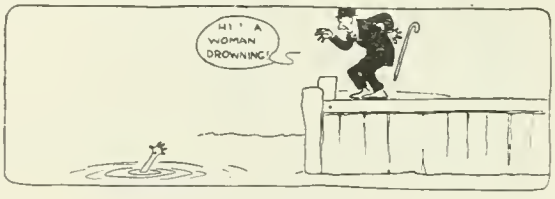
Bix: "I see there's a report from Holland that concrete bases for German cannon have been found there."

Dix: "Don't believe a word you hear from Holland. The geography says it is a low, lying country."—*Boston Transcript.*

A. H. Wirz, Inc., have moved their office and factory from Philadelphia, where they have been located for forty years, to Chester, Pa. The new plant is double the size of the old one, is fire-proof throughout, and is equipped in the most up-to-date manner. The firm promises to not only more than double its former output, but to also better its well-known reuptation for prompt deliveries. Improved facilities will enable the company to turn out the very highest grade of work.

There is a railroad siding at the new plant and freight and express rates from Chester to all points are the same as those from Philadelphia.

As heretofore, the company will give its exclusive attention to the manufacture of collapsible tubes, sprinkler tops, metal syringes, and metal specialties.



1. Help wanted!

A Wilmarth Store—Speeding the Turnover. (Next Month—The Ideal Drug Store.)

AN advertising agency asked five hundred of the most successful druggists in America: "What do you consider the biggest asset of your store?" A number said *service,* a few *stock,* others *location,* some *advertising* —but the majority attributed their success, in great measure, to their *store fixtures* and fronts. *And the great majority of these had Wilmarth Equipments.*

POLICIES THAT WIN First, the Customer---Second, *Wilmarth.*

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

DRUG EQUIPMENT
From the Single Case to the Store Complete.

1520 JEFFERSON AVE., GRAND RAPIDS, MICH.

New York, 20 West 30th St.
Chicago, 233 W. Jackson Blvd.
Chicago, Fuller-Morrison Co.
Boston, 21 Columbia St.
Pittsburgh, House Bldg.
Minneapolis, 27 N. Fourth St.
St. Louis, 1118 Washington Ave.
Des Moines, Shops Bldg.
Salt Lake City, 257 S. Main St.

Made In Grand Rapids

JENKINS: Some stearate of zinc, please.

Druggist: How much?

Jenkins: Oh, only a little. How much you got?

Druggist: Well, I ought to know first how much you want.

Jenkins: Give me four ounces in a shaker-top carton.

Druggist (producing a 4-ounce box, partly full): We have no shaker-top cans.

Jenkins: Well, give me what you've got there, then. I'll take it all.

Druggist: No, I can't do that, you know. I wouldn't have any left in stock!

MR. R. E. CHUMASERO, well known to the drug trade through his former connections as manager of The New-Skin Co. and the Henry B. Platt company, is now president and general manager of the Theo. Miller Mfg. Co., manufacturers of Professor Miller's Non-cutting Manicure Requisites. Professor Miller still retains an interest in the business and is the vice-president and consulting chemist of the company.

The factory has been moved to larger and more modern quarters. The office of the company is now in the Edison building, corner Duane and Elm Sts., New York City.

The established popularity of the Miller line and the progressive business methods of Mr. Chumasero assure increased success for the reorganization.

CAPTAIN KIDD buried his treasure.

"If I were Mrs. Kidd I would hide it in the top bureau drawer," he asserted.—*New York Sun.*

NOTHING is more repugnant to a soda fountain patron than to see on the back bar a crushed fruit bowl the projecting ladle of which prevents the close fitting of the cover and allows flies and dust easy access to the contents.

The Bohner Patent Fruit Bowl overcomes all that. In it the fruit ladle is held in such a manner that the cover fits securely over the dish and thus precludes all possibility of contamination.

If your jobber cannot quote this year's prices write the Bohner Manufacturing Co., 1009 South Wabash Avenue, Chicago, Ill.

"WRITING much verse now?" asked the critic.

"Not much," replied the poet. "Only enough to keep the wolf from the door."

"Why, do you read it over to him?" asked the critic. —*Chicago American.*

"MANUFACTURED expressly for the finest prescription trade" is the recommendation the J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y., gives to its "Peerless" brand of cork stoppers.

You are safe when you specify "Peerless."

A Mennen Message

New Packages

Within a short time we will begin shipping MENNEN'S SHAVING CREAM in a tube of new and striking design, which will give it greater attention-value with the user.

The cream itself retains, unchanged, its high standard of excellence. The *outside carton* will be *unchanged* for the present, so that there will be no difference in appearance in goods on display.

We will defer for a while any description of our new tube in our national consumer advertising, in order that you may have time to dispose of your stock of present design, which cannot be exchanged for the new.

You will wish to be prepared to supply the new tubes promptly, so we suggest that you move your present stock of SHAVING CREAM as rapidly as possible.

NOTE.

Contrary to rumor, split or assorted dozens of Mennen's Talcums can be purchased from jobbers individually stamped. It is not necessary to purchase unbroken dozens to get tax-paid stock. Please report to us any difficulties in this matter.

The House of Mennen

Newark, N. J.

CASEY: Phwat's these "aigrettes" the papers are talking about, Moike?

Maloney: Wasn't ye ivir in sassiety, ye ignoramus? Shure, it's phwat ye sind whin ye can't go.—*Life.*

THE fourth annual meeting of the stockholders of the Tampa-Cuba Cigar Company has just adjourned after one of the most enthusiastic meetings it has ever held. A large number of stockholders and the following members of the board of directors were present: President, H. B. Guilford; second vice-president, Wilhelm Bodemann; secretary-general manager, E. Berger; Henry W. Merritt, L. Berger, T. P. Taylor, Fred W. Connolly, and D. W. Ramsaur.

Interesting addresses were made by the president, the secretary-general manager, treasurer, and chairman of the executive committee. The capital of the company was increased from $250,000 to $500,000, and a stock dividend of 50 per cent was declared.

Every one present was more than pleased with the accomplishments of the past year, and feel that the outlook for 1915 could not be brighter.

Boss: "I would like to employ you, young man, but I'm afraid you don't know enough about our business."

Applicant: "Oh, yes, I do. I've been keeping company with your bookkeeper for the last six months."—*Louisville Courier.*

AT the San Diego and San Francisco expositions the "Liquid" soda fountain will be the exclusive Exposition fountain.

"Liquid" outfits have long been popular on the Pacific coast, many of the handsomest stores there being supplied with this standard make of soda fountain.

A catalogue of "Liquid" fountains and accessories can be obtained by addressing the Liquid Carbonic Co., Chicago, Ill.

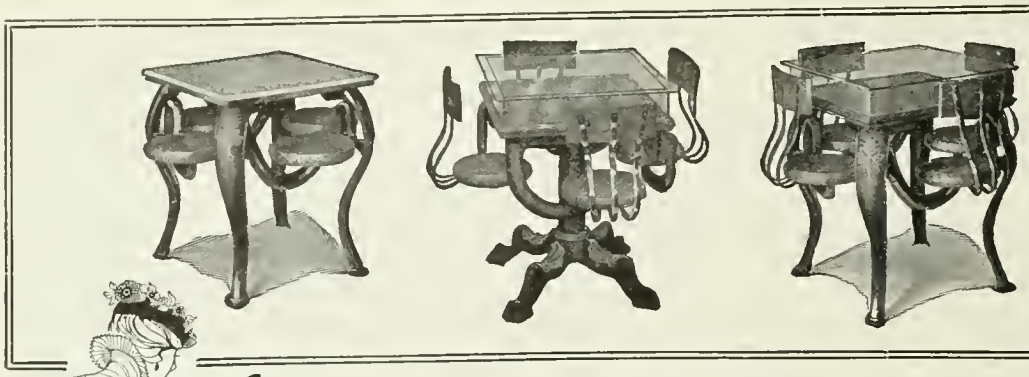
HI: What course is Sarah studying at that boarding school?

Si: I can't remember, but I think it's cosmetics.—*Stanford Chaparral.*

A PRACTICAL TREATISE on the fundamental principles of artistic lettering is published by the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass.

If you want to know how to make trade-compelling show cards, send the company one dollar and ask for the book.

2. To the rescue.



This year make your soda tables sell as many sundries as an extra clerk.

Properly used our display top tables will do this. They pay for themselves, in a single season, in this way alone. They increase your serving capacity—and add class to your store.

YESBERA
TOLEDO

YESBERA Display Top Tables, with attached seats, are being used in all parts of the country—and more are being used each year. A sure sign of merit. Write now for our new booklet telling how these tables make money for the druggist—it will interest you. We also make all other styles of soda tables. Catalogue on request.

A Full Line of Drug Store Equipment.

All kinds of fixtures for Drug Stores: Show Cases, Wall Cases, Display Tables, Display Stands, Stools, Metal Chairs and Tables. In writing for catalogue give street address.

THE YESBERA MFG. CO., Office 2288 Albion St. TOLEDO, - OHIO.

Druggist Addresses Boys' Club.—"The Possibilities of Pharmacy as a Life Work" was the subject of a talk given by V. Gilman Fiske, of Kennebunk, Maine, before a federation of boys' clubs composed of high school students. Among the points brought out by Mr. Fiske in his address was the favorable comparison of the average salary of a pharmacist with that of men in other leading professions.

Mr. Fiske is a successful druggist in Kennebunk. His talk was one of a series given to the boys by men of the town prominent in various lines of business.

A New Druggists' Co-operative Association.—A meeting to be held at the new Hotel Statler in Detroit on March 25 will mark the permanent organization of what promises to be one of the most successful co-operative movements undertaken in the drug trade.

The "Detroit Plan" under which retail druggists are banding themselves together for the purpose of taking over well-known trade-marked proprietaries is now in actual operation. The organization owns Carpenter's Liquid Court Plaster and Patterson's Toothache Wax.

The forthcoming meeting of the stockholders of the Carpenter Chemical Company, Co-operative, as the association is known, is for the purpose of electing directors and perfecting the permanent organization.

Up to this time the preliminary work has been done by a national committee of prominent druggists, headed by Grant W. Stevens, treasurer of the N. A. R. D., and president of the Wolverine Drug Co. of Detroit, and A. M. Edwards, who was for many years district sales manager for the A. D. S.

Until now stock in the organization has been sold at $12.50 per share, but at the meeting on the 25th of this month the price will be advanced to $15.00 per share. An announcement of this is made elsewhere in this issue of the Bulletin of Pharmacy and a final opportunity extended to Bulletin readers to join at the opening price.

A Kansas man wrote to his newspaper and asked: "What's the matter with my hens? Every morning when I go to feed them I find some of them have keeled over to rise no more." To which the editor replied: "They are dead."—*Bantam Banner.*

Possessing real merit and affording the dealer a satisfactory profit, the Penn Safety Razor is rapidly becoming one of the best selling dollar safeties on the market.

The Penn Sheffield blades are forged from the finest steel and finished by hand, insuring perfect cutting edges. The "silent-salesman" display fixture, holding 12 packages of five blades each, is bringing many a 25-cent piece to satisfied dealers throughout the country.

If you want to know more about this popular Dollar Razor, write to A. C. Penn, Inc., 100 Lafayette Street, New York City, mentioning the Bulletin of Pharmacy.

The Superiority of the

ORIGINAL

Horlick's Malted Milk

has won for it
favor in millions of homes

Each day brings new users.

A sale of "HORLICK'S"
makes a Friend and Customer.

Are you getting your due proportion of this Business?

PROPOSED LEGISLATION IN INDIANA.—Two bills of interest to druggists in Indiana have been introduced into the State Senate by Senator J. P. Hemphill, who is also a member of the State Pharmaceutical Association. One requires all persons desiring to register as pharmacists in Indiana to be graduates of a four-year course in pharmacy. The other measure fixes salaries of all pharmacists employed in State penal and benevolent institutions at not less than $75 nor more than $100 a month. Both these bills are backed by the Indiana division of the N.A.R.D., the State Pharmaceutical Association and the State Board of Pharmacy.

ON March 15 a notice will be issued to the wholesale and retail drug trades by The Hoffmann-LaRoche Chemical Works, announcing that on and after that date the price of Digalen will return to the figure in force before the war began, and that as a result, all the "Roche" specialties, Digalen, Thiocol Roche, Pantopon Roche, Sedobrol Roche and Larosan Roche will be obtainable at the same prices as before the war.

In view of the situation abroad this notice is deserving the special consideration of the trade as indicating the liberal policy of this great house.

CASEY: "Did you know Pat Ryan, who's just died?"

O'Brien: "Oi did. Shure, he was a near relation av mine; he wance proposed to me sister Kate."—*Boston Transcript.*

How to serve castor oil and at the same time have no oil adhering to the glass is truly a valuable bit of knowledge to possess.

This and 349 more equally valuable ideas are included in the book, "350 Dollar Ideas for Druggists." E. G. Swift, P. O. Box 484, Detroit, Mich., will send it to you, post-paid, upon receipt of $1.00.

MRS. NEWLYWED: "Doctor, that bottle of medicine you left for baby is all gone."

Doctor: "Impossible, I told you to give him a teaspoonful once an hour."

"Yes; but John and I and mother and the nurse have each to take a teaspoonful, too, in order to induce baby to take it."—*Democratic Telegram.*

MRS. SMITH (on her first visit to Niagara Falls): "Oh, Reginald, that reminds me! I forgot to turn off the water in the kitchen sink!"—*Life.*

3. She is saved!

As men carefully watch over some Treasure, so we cherish and protect the Reputation we have built up for
N. Y. Q. Products
doing everything that lies in our power to continue meriting it through the Purity and Quality of our goods
Potassium Iodide
Diacetyl-Morphine
Bismuth Subnit.
Thymol Iodide
Acetanilide, C.P.
Strychnine
Quinine
Morphine
Cocaine
Codeine
NYQ
NEW YORK QUININE AND CHEMICAL WORKS LTD.
NEW YORK CITY
483

CHEWING GUMS in all flavors and sizes—under your own brand if desired—at direct factory prices are offered by the Helmet Chewing Gum Co., 42 Helmet Bldg., Cincinnati, Ohio.

An illustrated catalogue and a price list are waiting for you. Send for them.

BREATHLESSLY he rushed into the barber shop and sprang into the chair.

"I want a shave and a hair-cut, and I have only fifteen minutes," he said.

Old Fritz stopped to consider, and asked:

"Vitch do you vant the most?"

"A shave."

The shave took about eleven minutes. As Fritz removed the towel from his customer's neck, he said: "Mine friend, don't nefer again ask a barber to cut your hairs and shafe you in fifteen minutes, pecause some time you might find a barber vat would do it."—*Youth's Companion.*

A 900-PAGE CATALOGUE, replete with money-making ideas, is offered free of charge by the Oskamp-Nolting Co., of Cincinnati.

It tells about a line of goods that is building big business for many druggists. Write the company today, mentioning the BULLETIN OF PHARMACY, and get a copy of this valuable book.

UNCLE SOL threw aside the letter he was reading and uttered an exclamation of impatience.

"Doggone!" he cried, "why can't people be more explicit?"

"What's the matter, pa?" asked Aunt Sue.

"This letter from home," Uncle Sol answered, "says father fell out of the old apple tree and broke a limb."—*Youngstown Telegram.*

AN elaborate confectionery store, which promises to be one of the show places of the town, is to be established shortly in Fort Wayne, Indiana, by A. C. Aurentz.

Mr. Aurentz is so well pleased with the Walrus equipment which has been in his present store for nearly a dozen years, that he has decided to furnish his new establishment throughout with Walrus fixtures and to install a Walrus soda fountain.

The fountain in the new store will be twenty-four feet long and the soda parlor will have a comfortable seating capacity for 150 persons. The outfit was purchased through the Fort Wayne Drug Co., the Fort Wayne distributors for the Walrus Company.

"PA, what is a retainer?"

"What you pay a lawyer before he does any work for you, my son."

"Oh, I see. It's like the quarter you put in the gas-meter before you get any gas."—*Boston Transcript.*

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914.

TANGLEFOOT

Destroys Billions of flies every year—vastly more than all other means combined.

TANGLEFOOT is absolutely sanitary.

"THAT horn doesn't blow, sir," said the friendly salesman.

"Wrap it up," said Uncle Tobias, thinking of his sweet little nephew. "That's the kind of a horn I want."—*Woman's Home Companion.*

EACH DAY new users of Horlick's Malted Milk are springing up. Is your stock sufficiently large—is it displayed in a prominent enough position—to bring you your share of this constantly increasing business?

A DRUGGIST'S 'PLAINT.

By GEORGE GAYLESPIA PRICE.

O, once I had a customer; he wore a stovepipe hat.
He was his mother's only son, and fortunate at that.
He used to buy what goods of me he needed in my line,
And he paid for them with ready cash, and everything went fine.
But once I gave him credit for a measly little dime,
And I haven't seen him since, bedad; and it's been a long, long time.

FRUIT TABLETS that retain their flavor indefinitely and resist all atmospheric conditions, provided the bottles are kept properly closed, are offered by the F. S. Love Mfg. Co., Johnstown, Pa.

Love's Tablets are packed in attractive glass bottles holding five pounds each of the following flavors: Assorted, wild cherry, chocolate, hoarhound, lemon, lime, orange, and raspberry. Samples and price quotations will be sent to druggists upon request.

THE Seagers Advertising Company of New York City makes an exceptionally liberal offer in a full page announcement elsewhere in this issue of the BULLETIN.

This agency conducts an advertising service for druggists and so confident are they of its superiority that they offer to send it to BULLETIN readers on approval.

The announcement carries a coupon and in order to obtain the Seagers Service for free examination, it is only necessary to fill out and send this coupon to the company.

This is certainly a fair proposition and no druggist who is interested in building up his business will fail to promptly accept the offer.

"So you went to church last Sunday?" asked the doubtful one. "Then to prove it, what was the text?"

"The text was 'He giveth His beloved sleep.'"

"You're all right. How many of the congregation were there?"

"All the beloved, it seemed to me."—*Cleveland Plain Dealer.*

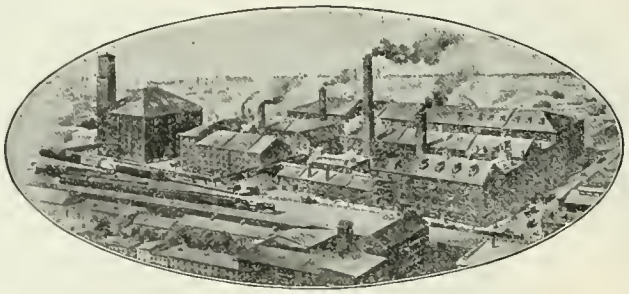
4. "Well, I'll be ——!" —*Fame.*

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.

Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST. SPECIFY "P-W-R ORIGINAL PACKAGES."

More and more is the handling of a high-grade line of photographic supplies proving itself to be a source of constantly increasing profit to the druggist. The photographic department attracts a class of money spenders which buys not only in that department but in other parts of the store as well. By conducting a finishing department for amateur photographers in connection with the selling of camera supplies, another big income possibility is opened up.

The Defender Photo Supply Co., Inc., of Argo Park, Rochester, N. Y., has arranged a special initial order of its line of reliable photographic films, plates and other camera supplies which it is offering to druggists throughout the country at a special low price. The order is sufficient in assortment and quantity to meet the varied requirements of amateur picture takers.

With every order the company includes a generous quantity of advertising matter, such as outdoor signs, window signs and posters, store cards, catalogues, booklets, mounted and framed pictures, dummy cartons, window displays, etc.

If you are not already selling Defender supplies, including Argo paper and Vulcan films, write the company for Initial Plan A. You will be pleased with the liberal assortment and the special introductory price.

Truthful Description.—A missionary was returning to Basel from Patagonia, bringing with him for the purposes of science a collection of Patagonian skulls. The custom-house officers opened the chest and informed the owner that the consignment must be classed as animal bones and taxed at so much the pound.

The missionary was indignant. So the officials agreed to reconsider. When the waybill had been revised, it appeared in the following form:

"Chest of native skulls. Personal effects, already worn."—*New York Evening Post.*

It doesn't take an investment of thousands to furnish your store with a Wilmarth equipment. For $500 and up the Wilmarth Show Case Co., 1520 Jefferson Ave., Grand Rapids, Mich., will furnish drug store outfits complete in every detail.

Ask the company to-day for information if you are contemplating the purchase of an economical equipment.

Harry: Is Jones in business for himself?

Larry: I guess so. He never advertises.—*Town Topics.*

Mead mills grind crude drugs quickly, thoroughly, and economically. Their construction is simple. They are used extensively by manufacturing chemists, drug and pharmaceutical houses, and manufacturers of proprietary medicines.

An illustrated catalogue fully describing them will be sent on application to Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

Vortex Sanitary Service

FOR HOT AND COLD DRINKS

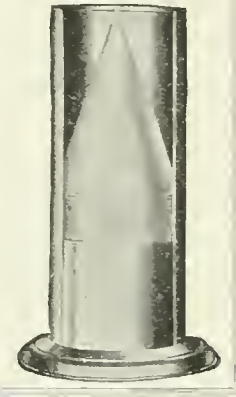
PARAFFIN PAPER CUPS AND METAL HOLDERS.

(Patented and Patents Pending.)

Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary. The Vortex System not only eliminates sloppy conditions of the fountain and tables and the danger from chipped glass, but also saves:

Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25% in the labor of serving.

If your jobber won't supply you, write us.



THE VORTEX MFG. CO.

CHICAGO.

You don't have to test for purity essential oils bearing the Dodge & Olcott label. Their quality is uniform.

"D. & O." oils are obtainable from jobbers in original packages of one ounce and upward.

In a certain town the local forecaster of the weather was so often wrong that his predictions became a standing joke, to his no small annoyance, for he was very sensitive. At length, in despair of living down his reputation, he asked headquarters to transfer him to another station.

A brief correspondence ensued.

"Why," asked headquarters, "do you wish to be transferred?"

"Because," the forecaster promptly replied, "the climate doesn't agree with me."—*Pittsburgh Chronicle.*

If you want to pass any State Pharmacy Examination, get a copy of "How to Pass State Boards." Price Three Dollars, post-paid. Robert L. Wright, 521 Bainbridge Street, Richmond, Va.—*Adv.*

Employer: "Did you put that note where it will be sure to attract the foreman's attention when he comes in?"

"Yes, sir. I stuck a pin through it and put it on his chair."—*Boston Transcript.*

Sound Sense.—Do not brood over the good old days you have heard your father talk about when all the doctors wrote prescriptions and the druggist made everything that left his store. Those days are past. Adapt yourself to the present-day conditions and demands. Those good old days never compared with the glorious present and the prospective future. It is up to you whether or not you succeed.—W. S. Denton, Beardstown, Ill.

Want to know how best to control your soda fountain receipts? Just ask the Lock-Stub Check Co., 22 Quincy St., Chicago, or Bush Terminal, Brooklyn, N. Y., for its booklet.

It tells how the Lock-Stub check system stops "leaks" whether from dishonesty or carelessness, puts your checking system on a modern basis, and greatly simplifies the work of your cashier. By use of the system each customer receives a new clean check; there is no chance for sticky or dirty checks to reflect upon the quality of your service.

A girl, reading in a paper that fish was excellent brain-food, wrote to the editor:

"Dear Sir—Seeing as you say how fish is good for the brains, what kind of fish shall I eat?"

To this the editor replied:

"Dear Miss—Judging from the composition of your letter, I should advise you to eat a whale."—*Tit-Bits.*

HARRISON NARCOTIC BILL

(In effect March 1, 1915)

and

DR. JAYNE'S FAMILY MEDICINES

WE WISH to announce to the trade that our liquid preparations containing opium (Jayne's Expectorant and Jayne's Carminative) have less than two grains to the fluid ounce, and our solid preparations (Expectorant Tablets and Jayne's Pills) contain less than two grains of opium to the avoirdupois ounce and the new Law in no way affects their sale or possession.

We put out at one time a Sugar Coated Pill that contained $3\frac{4}{10}$ grains of opium to the avoirdupois ounce, but these were withdrawn from the market about seven years ago and replaced by our new formula pills. Druggists having any of these Old Style, Sugar Coated Pills on hand should return same to us at once and we will replace them free of charge with our new Sugar Coated Pill which will fully conform with the Law.

DR. D. JAYNE & SON.

"TOMMY," said the Sunday-school teacher, who had been giving a lesson on the baptismal covenant, "can you tell me the two things necessary to baptism?"

"Yes'm," said Tommy; "water and a baby."—*Puck.*

WANT to save $44.00? Turn to the ad. of the Typewriters Distributing Syndicate, 166-83A North Michigan Blvd., Chicago. This concern will sell you for $56.00 a number 5 Oliver Typewriter, formerly priced at $100.00.

The machine writes in sight and prints the different symbols used in prescription work. With it you can do all your regular correspondence and write your prescription labels as well. You don't have to pay for it at once, either; 13 cents a day puts it in your store. A life guarantee accompanies each machine.

Look up the ad. now. It will pay you.

MRS. CASSIDY (at the zoo, looking at the giraffe): "An' phwy does the brute hov such a long neck?"

Mr. Cassidy: "T' reach his head, av coorse."—*Judge.*

SON: "Dad, when you put a hen on eggs to hatch them, do you say she is 'sitting' or 'setting'? A hen can't really sit, can she?"

Dad: "Don't bother about little things like that. What concerns me most is to know when she cackles whether she has laid or lied."—*Chicago News.*

ANYTHING from a straw to an ice-breaking machine, required or desired for use at a soda fountain, is illustrated, described, and net price quoted in the sundries catalogue issued by the American Soda Fountain Company.

A copy of this newly-revised book will be sent to any owner of a fountain upon receipt of a card at the company's home office, 271-281 Congress Street, Boston, Mass.

"You must find that impediment in your speech rather inconvenient at times, Mr. Brieggs?"

"Oh, n-no; everybody has his little peculiarity. Stammering is m-m-mine. What is y-yours?"

"Well, really, I am not aware that I have any."

"D-do you stir y-your tea with your right hand?"

"Why, yes, of course."

"W-well, that is y-your peculiarity; most p-people u-use a t-teaspoon."—*Physicians' Drug News.*

FOUR of the five cents received for every glass of Cherryallen are clear profit, and the best part of it is that customers come back for more. They can't resist that tempting cherry flavor.

Cherryallen is made by the Allen Red Tame Cherry Company, 101 Second National Bank Building, Toledo, Ohio. Write to-day for the company's special offers explaining in detail all about the 400 per cent profit-producer.

THIS cut shows the store of the Detroit Drug Company, 2102 Woodward Avenue, Detroit. It is one of the many modern outfits we have designed and installed. If you will allow us to design fixtures for your store, you will have an up-to-date store for less money than you would imagine.

Our representative will be pleased to call on you at any time. Send for our catalogue.

BRYAN SHOW CASE COMPANY

BRYAN, - - - OHIO.

Send for our 900 page Illustrated Jewelry Catalogue

Is a compendium of valuable information that you should have, containing side-lines that will bring you additional profit without any extra expense.

If you are at all interested in the substantial Profits that our line of high-grade goods is building for other druggists, we will gladly send it to you FREE.

Let us explain about our lines and their Business Building worth to you.

(Please mention the BULLETIN OF PHARMACY)

THE OSKAMP-NOLTING CO., - - - CINCINNATI, OHIO.

"DINAH, did you wash the fish before you baked it?"

"Law, ma'am, what's de use ob washin' er fish what's lived all his life in de water?"—*Philadelphia Leader.*

YOUR jobber will give you a discount of five per cent on all orders for Antiphlogistine amounting to $12.00.

Antiphlogistine—American-made—has been a standard for over 20 years. Its sale is steady.

MCCARTHY went out in a boat alone. The boat overturned and he was drowned. A friend met his widow some weeks later.

"I hear," said he, "that Pat left you $25,000."

"True," said Mrs. McCarthy, "he did."

"How was that?" asked her friend; "Pat couldn't read nor write, could he?"

"No," said Mrs. McCarthy, "nor swim."—*Liquid Bottler.*

"FLUTED" soda straws have the same golden gloss and the same fluted fibre possessed by the natural rye straw. They are drinking tubes that require no apology.

Ask the Coe Manufacturing Co., 35 B. Warren Street, New York City, for prices and samples.

THERE ought to be little necessity for emphasizing the importance of fire insurance to BULLETIN readers. The sad experiences of druggists who have been ruined through lack of protection have often been related in these columns, while there is scarcely a reader who has not personally seen the result of "taking a chance" on fire.

Have you a policy? If so, are you sure you are not paying too high a premium? There's a way to tell which will cost you only a little postage. Send your policy to H. W. Eddy, attorney and manager of the Druggists' Indemnity Exchange, St. Louis, Mo., and he will advise you what amount the Exchange can save you. The coöperative features of this organization reduce the cost of insurance premiums and give to the druggist members of the Exchange the benefit of the saving.

Whether you have insured or not, find out just what the Druggists' Indemnity Exchange can do for you. It's a business matter which demands your prompt attention.

A LITTLE BOY saw for the first time in his life a colored woman, and asked his uncle why the lady blacked her face.

That's her natural color; she is a negro," said Unc.

"An' is she black as that all over?" asked the boy.

"Sure she is," said Unc.

"Tee!" said the kid, "you know everything, don't you, uncle?"—*The National Provisioner.*

OWN YOUR OWN FACTORY

BUY STANDARD CIGARS AT LIBERAL DISCOUNT

FOR DRUGGISTS ONLY

4000 shrewd druggists have combined to *decrease* their cigar cost and *increase* their cigar sales to underbuy and compete with cigar stores.

They invite you to enter into this profit-sharing proposition as a stockholder and part owner. You are enabled to buy high-grade, quality cigars at discount from list prices which are the same as on cigars of equal merit.

The line is known as Tampa-Cuba Cigars and comprises all sizes, shapes, grades and prices. Write for information to-day and get the buying and selling co-operation of 4000 druggists behind your cigars.

TAMPA-CUBA CIGAR COMPANY,

Tampa, Florida Box 938

DIRECTED BY THESE WELL KNOWN DRUGGISTS:

H. B. GUILFORD, Prest., Rochester, N. Y.
E. BERGER, Secretary-Gen. Mgr., Tampa, Fla.
J. T. TREASURE, V. P., Salt Lake City, Utah.
W. BODEMANN, V. P., Chicago, Ill.
CHAS. H. HUHN, Chairman Executive Committee.

MABEL: "They say you turned down Mr. Tightgnye just because he asked you how much you could run a house on."

Maude: "No; he asked me how little I could run one on."—*Puck.*

SPRING is picture-taking time and the logical camera-selling season. This year the demand will be larger than ever because the thousands who visit the big Panama-Pacific Exposition will take along cameras and supplies to photograph the fair and scenes along the way.

If you are not selling photographic goods, this is certainly the most favorable time to begin. Don't wait until the season is too far advanced. Investigate the possibilities of a camera department now.

Burke & James, Inc., of Chicago, the large manufacturers of Ingento Cameras, have a very attractive proposition for druggists, whereby a photographic department can be inaugurated on a very small investment. This is the company which makes the well-known Atlas films and Rexo developing papers.

Elsewhere in this issue, Burke & James offer to send their new catalogue, free and prepaid, together with information telling how to start a camera department.

The catalogue, which contains 304 pages, is a complete reference book on all kinds of amateur and professional photographic supplies, and should certainly be in the hands of every druggist.

A SMALL BOY seated on the curb by a telephone-pole, with a tin can by his side, attracted the attention of an old gentleman who happened to be passing.

"Going fishing?" he inquired, good-naturedly.

"Nope," the youngster replied. "Take a peek in there."

An investigation showed the can to be partly filled with caterpillars of the tussock moth.

"What in the world are you doing with them?"

"They crawl up trees and eat off the leaves."

"So I understand."

"Well, I'm fooling a few of them."

"How?"

"Sending 'em up this telephone-pole."—*Judge.*

MOST of your customers have hobbies, subjects in which they are especially interested. By scanning the new issues of magazines and periodicals each month you can remember what the leading articles are and can mention to your patrons features of interest to them appearing in current publications.

If you want to take advantage of this easy way to create favorable impressions in the minds of your customers—and incidentally to build up a nice trade in magazines—mail the coupon attached to the American News Co. ad., this issue. It will bring information how to start a profit-paying periodical department without risk or expense.

INQUISITIVE INCUBATOR CHICK: "Say, do they figure your birthday from the day you're laid or the day you're hatched?"—*Puck.*

Gossip: "That was Tom Jenkins, th' rich old bachelor upon th' west hill. They tell me he's goin' to build a new house."

Milliner (aged fifty): "Is he?"

Gossip: "Yes. He has asked for proposals."

Milliner: "Wh-what's his address?"—*Cleveland Plain Dealer.*

An Effective Advertising Method.—The thing that makes some advertising an expense instead of an investment is waste circulation. There are two kinds: that which reaches people who are not probable customers and that which makes no impression, or but a poor one, upon those whom it does reach.

Only a small part of local newspaper or hand-bill advertising is ever seen by those whom it will pay you most to get in touch with. Women, for instance, who are good buyers, are not, as a rule, newspaper readers.

You cannot hope to catch the eye of anyone who does read newspapers, much less create a lasting and favorable impression, unless you use large, attractive, and consequently expensive advertisements.

The store paper solves the waste circulation problem for the retail druggist. You alone dictate your mailing or delivery list. You alone are represented with large, attractive advertisements in its pages.

A well-edited store paper will be read by everyone. The lively sayings, jokes, games, stories, recipes, cartoons, etc., skilfully prepared and selected by experts, interest alike young and old, male and female.

Just such a bright and snappy monthly store paper will be edited and printed for you at a surprisingly small cost by Chittenden & Frew Company, Canal Street, Chicago. It is called the Monarch store paper. Write for samples of it and the attractive literature supplied by its well-known publishers.

Judge (to woman asking separation): "How long have your relations been unpleasant?"

Woman: "Your honor, my relations have always been pleasant; it's his relations that are the old grouches."—*Life.*

Cosmetics for Druggists.—There has just been published a small yet most important volume that contains information of such a nature that physicians and druggists need not listen to quacks, beauty specialists, or the like in order to become acquainted with the cosmetic art. The volume, entitled "A Handbook of Cosmetics," was written by Dr. Max Joseph, and is published by E. B. Treat & Co., 241-3 West 23rd Street, New York. The price is $1.00.

Embodied in the book are 159 formulas for the preparation of cosmetics for the hair, skin, mouth, and nails, together with considerable information of a general nature. This volume supplies a distinct want.

Bragmore: I use a three-thousand-dollar electric car in going to and from business.

Calldown: Subway?—*Puck.*

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.	$ 6 75
1000 No. 1½'s Apiol and Ergotin	8 25
1000 No. 36's Methylene Blue	6 00
1000 No. 42's Salol Compound	6 25
1000 No. 43's Salol and Santal	10 00
1000 No. 45's Santalwood E. I. 10 min	12 00
1 gross Ricinol Grape (6 capsules to a box) (You make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box) (These two Nationally advertised)	2 00
Ricinol-Grape, Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules	60c net

Less 5% after you receive the products and are satisfied that they are as fine as we claim them to be

Or 10% discount if check accompanies the order.

Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK.

For prompt service correspond direct with Laboratory at Allentown, Pa.

Soft Ice Cream is a Big Loss

When cream becomes soft it loses half its volume. You lose half your profit and much of your trade. That is why an inferior ice cream cabinet is a very expensive thing.

C. NELSON

PATENT

ICE CREAM CABINETS

not only keep cream uniformly hard but save 65 per cent in ice, salt and labor over any other cabinet made. They require packing with ice but once in twenty-four hours.

NELSON PATENT CABINETS are constructed entirely of wood, everlasting California Red Wood being used for the outer case and cedar for the circular independent compartments.

The compartments are separated from the outer walls and from each other by GRANULATED CORK (the best non-conductor of heat and cold known). Drain pipes are of heavy brass secured by brass locknuts.

A NELSON CABINET will outlast five steel cabinets, barring none. Ice cream men know what salt does to steel. NELSON CABINETS sold in the Spring of 1899 are yet in use.

IRON-CLAD GUARANTEE.

Any NELSON CABINET which does not prove to be all we claim for it, after using it for thirty days, return at our expense for freight both ways, and we will refund the purchase price in full.

SEND FOR CATALOGUE.

C. NELSON MFG. CO.,

2307 DIVISION STREET,
ST. LOUIS, MO.

"PA, a man's wife is his better half, isn't she?"

"We are told so, my son."

"Then if a man marries twice there isn't anything left of him, is there?"—*Boston Transcript.*

BUFFALO COLLEGE OF PHARMACY NEWS.—The twenty-seventh annual meeting and banquet of the alumni association of this institution was held on Wednesday evening, January 27. John A. Dixon, inspector for the State Board of Pharmacy, gave a very interesting talk on "Antinarcotic Restrictions."

Officers elected for the ensuing year were: R. F. Morgan, president; P. M. Burgdorf, first vice-president; F. Young, second vice-president; A. H. Radder, third vice-president; W. E. Lemon, secretary; C. H. Ganger, treasurer, and Miss Robinson, historian. The executive committee consists of chairman R. H. Ingersoll, E. B. Blight, and A. B. Lemon.

ZOOLOGICAL SPECIALIST (gazing at solitary sea-lion in the Dublin Zoo): "Where's his mate?"

Irish Keeper: "He has no mate, sorr. We just fade him on fish."—*Redon Age.*

A LIBERAL OFFER.—We urge every drug store proprietor and buyer to accept the remarkably liberal offer of Rand, McNally & Co., announced on page 3 of this issue. This is certainly one of the very best propositions for druggists that has ever come to our attention.

Practically every reader is familiar with the widely-used Rand-McNally Pocket State Maps, which so compactly fold into convenient pocket size. They are actual necessities in constant demand. Thousands of them are being sold every day throughout the entire country.

BULLETIN readers will be quick to realize that the convenient locations, the publicity and evening hours of drug stores afford special advantages for handling these maps, and that the line opens an excellent source of steady revenue and additional profit for druggists.

Rand, McNally & Co. has now decided to offer these maps to BULLETIN readers, and a special proposition has been formulated for your consideration. Full details will be found on page 3, but we desire to direct your special attention to their offer to send you a carefully selected and appropriate assortment of State maps for free examination.

You send no money; simply fill in the blank and you will receive the assortment of maps with a most attractive little display cabinet and some excellent dealers' helps. If you want to keep them, you remit $2.00; if not, you send everything back at the expense of Rand, McNally & Co.

Don't fail to read the announcement. It is truly a great offer and comes from one of the largest and most reliable business concerns in existence.

MRS. HENPECK: "Is there any difference, Theodore, do you know, between a fort and a fortress?"

Mr. Henpeck: "I should imagine a fortress, my love, would be harder to silence!"—*London Opinion.*

SANITARY FOUNTAIN DISHES.—The demands on the part of the public for better sanitary equipment at soda fountains have resulted in the appearance of a line of paper cups that has met with much popular favor. The new line is being introduced by the Vortex Manufacturing Co., 412 Orleans St., Chicago, Ill.

These sanitary paper cups eliminate entirely the customary glass and china dishes, substituting for them paraffin paper containers that are placed in ornamental metal holders especially designed for the purpose. They make the fountain service more sanitary, they are distinctly ornamental, and they aid materially in economy and service.

The sanitary features of this method of dispensing will be immediately apparent to those who have followed the investigations of medical authorities relative to the spread of disease through the medium of glass dishes and tableware. In some States the danger is considered so serious that the use of paper cups and dishes in public places has been made compulsory. The sanitary advantages of paper over glass and china are manifold. Aside from cleanliness there is never the danger from chipped ware that is sometimes met with when glass dishes are handled with the speed necessary at a busy fountain.

These sanitary paper cups also solve the dish-washing problem at the soda fountain. Of late this work has been made more difficult than it formerly was owing to the demand for sticky syrups, substances which cannot be readily removed from a dish without the use of hot water. And that is something that is not always available in small stores.

There is no glue used in making Vortex Cups and they are not waxed on the inside—both of which features are new and essential in rendering the containers entirely sanitary.

HE came home proudly and announced that he had insured his life in her favor for $20,000.

"You are so kind and thoughtful, dearest," she said. "I'll never say another word against your getting a motorcycle."—*Yellow Strand.*

CALLER: "How much for a marriage license?"

Town Clerk: "One dollar."

Caller: "I've only got fifty cents."

Town Clerk: "You're lucky."—*Philadelphia Bulletin.*

IT'S waiting for you!

A collection of choice recipes for making both hot and cold cocoa and chocolate preparations for the soda fountain is yours for the asking. Address Maillard's, 116 West 25th Street, New York City.

"How long did it take you to learn to run a motorcar?"

"Oh, three or four."

"Weeks?"

"No, motor-cars."—*Boston Transcript.*

Ingram Pays The Stamp Tax

INGRAM'S Line costs the dealer no more than before the Tax, in spite of the increased cost of raw material, in spite of the higher cost of labor, in spite of the stamps.

To be exact, the Leading Specialties cost just a trifle less. Write for details of this method which is meeting with the hearty endorsement of the trade.

We ask that orders of our preparations be for not less than one-fourth dozen, because

You get perfect, clean packages in original containers;

You get attractive counter easels that will work for you.

And last but not least, you will find packed in the containers of our leading specialties, Rebate Coupons that bring the cost to less than before the Stamp Tax.

Again, every druggist who has any Ingram Toilet Preparations in stock is entitled to Ingram's selling services. Ask us to tell you about it.

There Is Beauty In Every Jar

Frederick F. Ingram Co.
6 Tenth St., Detroit, Mich.
Windsor, Ont.

Frederick F. Ingram Co.
6 Tenth St.,
Detroit, Mich.

Please send me your suggestions. Also data on rebate Coupons. This does not obligate me in any way.

Name.....
Address.....
Town or City.....
State.....

You Expected to Get This Much Net Profit Last Year

But You Only Got This Much

You lost business to your competitors.
You lost business to catalogue houses.
You lost business to department stores in near-by cities.
You lost business to soap clubs.
You sold your odds and ends at cost or below, thereby trading dollars or losing money.
You failed to get many new customers.

To Make More Net Profit in 1915 Than You Did in 1914 You Must Do These Things:

You must get a lot of new customers.
You must hold all of your old customers.
You must get business from people who are patronizing your competitors.
You must get business from people who are patronizing catalogue houses.
You must get business from people who are patronizing department stores in near-by cities.
You must get full price for all of your odds and ends and slow sellers.
You must collect your old outstanding accounts without offending your customers.
You must make dull Wednesday a bigger day than busy Saturday.

Sign the Coupon Below and Learn How You Can Have a Bigger Net Profit in 1915 Than You Did in 1914.

Brenard Mfg. Co., Iowa City, Iowa.

Brenard Mfg. Co., Iowa City.

Gent'lemen:—Without obligation on our part please give us full and complete information how we can get more net profit in 1915 than we did in 1914.

NAME _____

TOWN _____ STATE _____

"WHY wasn't your father at church this morning, my boy?"

"Oh, he went fishing."

"Fishing on Sunday! Has he no fear of the Lord in his heart?"

"Oh, I guess he has; he took his shotgun along."—*Evans' Printing Talks.*

"BOARD QUESTIONS ANSWERED" contains complete sets of examination papers used by ten different boards of pharmacy. The answers given will be found of great assistance to graduates of pharmacy schools, or those who are *not* graduates, who desire to review their pharmaceutical knowledge before taking the examinations required for registration.

The price of the book is $1.50, and it may be procured from E. G. Swift, P. O. Box 484, Detroit, Mich.

JUDGE: "Officer, what's the matter with the prisoner—tell her to stop that crying—she's been at it fifteen minutes" (more sobs).

Officer: "Please, sir, I'm a'thinking she wants to be bailed out."—*Nebraska Awgwan.*

SEIZING THE OPPORTUNE MOMENT.—A representative of the McCourt Label Cabinet Company of Bradford, Penn., tells an interesting story about a sale he made during a recent trip through the Central States:

"One of the customers in an Illinois store asked for a ten-cent bottle of alcohol. Jones stepped into the rear room to bottle and label the purchase. He reached into what was apparently the proper compartment for an alcohol label; the label he pulled out was for bay rum! It was partially gummed to the bottle before he discovered the mistake. A hurried search failed to turn up the proper label, so he called one of the clerks: 'Where in Heaven's name did you put those alcohol labels?'

"'Why,' said the clerk, 'I didn't have room for them in the regular compartment, so I put them in the lower drawer.'

"'Huh,' grunted Mr. Jones.

"The very next customer wanted Epsom salt. After a hurried search through three label drawers Jones was in a fine temper because he couldn't find the proper label. Finally the younger of the two clerks was called.

"'Jim, have we any more Epsom salt labels?' jerked out Jones.

"'Yes, sir,' answered Jim. A hurried search revealed, in a rear corner of the drawer, three Epsom salt labels. Two of them were stuck together hopelessly. The last was rolled up tightly, the gumming was cracked, and it was covered with accumulated dust.

"'Are those the only ones we have?' snapped Jones.

"'I guess they are,' stammered Jim.

"This was the last straw. Jones went up in the air good and proper. He reached out angrily for the one poor, bedraggled label, and in doing so knocked an open bottle of ammonia from the top of the case. Before he could catch it a good part of the contents had been spilled over a large number of the labels displayed in a

partially open drawer. 'Ye gods!' snorted Jones, 'of all the troubles in one day, this is certainly the worst that I ever struck.'

"By this time the customers had thinned out, and before very long I was able to get hold of him. The minute I mentioned labels and cabinets he glared at me as though he wanted to take my head off. I said: 'Well now, Mr. Jones, if you had had a McCourt Label Cabinet instead of the antiquated piece of furniture that you are using, you couldn't have missed the alcohol label in the first place, nor could you have failed to get an Epsom salt label when you wanted it. As for the accident that ruined several hundred labels for you, it simply couldn't have happened.

"With that I opened up a little demonstration case I had with me. One of the labels in my case was an alcohol label. After deftly pulling the little label from its snug place in the cabinet, and cutting it off clean and true, I could see that my rapid demonstration had had the desired effect. All Jones said was, 'Well, I'll be darned! Let me see that thing!'

"He used up about 50 or more of my perfectly good labels trying the thing out, but before I left the store I had his order for a 48-compartment label cabinet!"

"We must admit that the cost of living is rather high," said the campaign adviser."

"Well," replied Senator Sorghum, "we must do something with the money. We can't buy votes with it any more."—*Washington Star.*

I. L. Lyons, Jr., of I. L. Lyons & Co., wholesale and retail druggists of New Orleans, has been elected a member of the board of directors of the local Association of Commerce.

Have you ever tried Granules as a filler in your ice cream, ices, or whipped cream?

Among the advantages claimed for it over gelatin are that it is more economical, more healthful, and far easier to prepare.

Granules has a real food value. Unlike gelatin, bacteria and mold cannot attack it. It is a patented preparation and guaranteed under the pure food laws.

Granules requires no soaking or heating. By simply mixing it with sugar it is ready for use.

Granules Manufacturing Co., Inc., 402 West 31st St., New York, offer to send five pounds of Granules by parcel post upon receipt of $1.00 and to return the money if you are not satisfied. A free sample will be sent to any druggist mentioning the advertisement appearing elsewhere in this issue.

"Let me see," said the young man thoughtfully, "I've got to buy some flowers, and some confectionery, and some theatre tcikets, and——"

"Doing mental arithmetic?" inquired the man at the next desk.

"No. Sentimental."—*Washington Star.*

"Tango" Harmonica No. 6714.

Are You Satisfying YOURSELF?

It is all very well to talk about selling goods that are sure to satisfy your customers, and certainly every businesslike druggist wants to do this, but in the meantime, **how about yourself?**

So far as your profit and loss account is concerned it is just about as disastrous to sell **good** merchandise at a **small** margin of profit as it is to sell **unsatisfactory** goods at **large** profits.

Hohner Harmonicas

not only satisfy your customers with their **unvarying quality,** but what is equally important they **satisfy you with their profits.** Remember, too, that they are a staple, salable line always in demand the world over.

There are more than a quarter of a million retail dealers in the United States now selling HOHNER goods. Doesn't it stand to reason that HOHNER HARMONICAS are an all 'round satisfactory line?

Write to your jobber or to us for our special offers of display cases and stands which are given with assortments of the well-known HOHNER HARMONICAS—THE LINE THAT SATISFIES BOTH CUSTOMER AND DEALER.

ASK YOUR JOBBER.

M. HOHNER

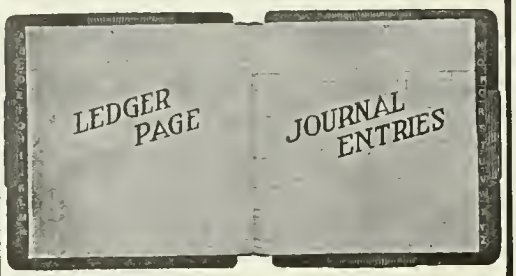
114-116 East 16th St.

NEW YORK CITY, N. Y.

Canadian Office:
76 York Street,
Toronto, Ont.

Mexican Office:
5a Tacuba, Num. 74,
Mexico, D. F.

Combined Ledger-
DUPLICATING
Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN

ESTABLISHED 1842

THE druggist who handles a variety of side-lines, yet prefers to purchase his goods in small quantities as needed, can save a great deal in transportation charges by buying from A. C. McClurg & Co., of Chicago.

This large house, known from coast to coast as one of the most prominent manufacturing and publishing firms of the country, handles nearly everything in the way of staple drug store side-lines.

Only a very few of the many quick-selling and profitable side-lines which are enumerated in the company's large, well-illustrated catalogue are mentioned in the advertisement which will be found in this number of the BULLETIN, but a complete catalogue will be sent to you upon request.

Write to A. C. McClurg & Co., asking for catalogues of druggists' side-lines and particulars about their service. The address is 332 East Ohio Street, Chicago, Ill.

HE had become the happy father of twins, and his unbounded pride in this twofold distinctive blessedness found expression on every occasion.

While conversing with a friend one morning at the entrance to his office-building, a young woman passed wheeling a baby-carriage containing a bouncing baby boy.

"Doesn't a woman look queer," said the young father, loftily, "with only one child!"—*Harper's Magazine.*

DON'T SWAT THE FLY.—We have heard in the past a great deal about swatting the fly. He should be exterminated, of course, but the swatting method is unclean and far from sanitary. The most effective and cleanly destroyer is sticky fly paper. Once the fly lands on this, he is there for keeps and is no longer a source of danger.

A new device, Buckley's Fly Paper Guard and Sanitary Holder, makes the handling of sticky fly paper much more convenient and adds one hundred per cent to its effectiveness. By means of the device the paper can be used in many positions and places where heretofore it has not been possible to employ it.

The holder is furnished in either oak-grain or cream manilla cardboard. Each holder is enclosed in an attractive envelope ready for delivery to the customer. It is easily adjusted to any position required. Druggists will find that it is an excellent seller and shows a good profit, besides serving a useful purpose in their own establishments. To find out more about it turn to the advertisement of the Turner-Buckley Mfg. Co., Inc., 334 Old South Bldg., Boston, Mass., on another page of this issue.

IN a large pharmaceutical manufacturing house a new employee returned a bottle of pills from the stock department to the finishing department with the pompous instruction that it be "capped with mucous membrane."

The Head of Finishing forwarded, through the regular channel, this inquiry: "Won't a diaphanous dystole from Mephistoles' left ventricle do?"

Back came the answer—"Go and see!"

SHOW GIRL: "Has your feller felt the effects of Cupid's shafts yet, Queenie?"

Chorus Lady: "Honest to goodness, Rosemary, I'm afraid Cupid will have to use dumdums on that guy."—*Puck.*

WHILE doing your spring ordering do not forget Colorite. This is the preparation so widely used for coloring new and old straw hats, and you will want to be ready to supply the demand just as soon as the fair sex begins to don spring headgear.

A special sample lot of Colorite, comprising the best-selling colors, costs you only $6. With this you receive a cut-out in eight colors, having a little straw hat attached, a color card showing the different shades on real straw, a counter display stand, an aluminum hanger or easel sign, and a very attractive window trim, consisting of eight pennants and the Colorite girl for the centerpiece.

Nearly all drug jobbers in the entire country handle Colorite and can furnish this assortment. Write to your jobber—or to Carpenter-Morton Company, 77 Sudbury Street, Boston—for the full particulars of this excellent proposition.

PAL (to emerging burglar): "Did yer get anything?"

"Naw! De guy wot lives here is a lawyer."

Pal: "Hard luck! Did yer lose anything?"—*Boston Transcript.*

SEAMLESS BOXES that suit are made by the American Can Company, of New York, Chicago, and San Francisco. Write the nearest office for samples and prices of the popular Gill, Norton, or Miller styles.

IT was in a small Southwestern town that the town council, which we infer is becoming unduly delicate, caused this notice to appear in the local newspaper when a tax on dogs was imposed:

"Tax on each dog—male, one dollar; *vice versa,* three dollars."—*Harper's Magazine.*

You are to be the judge. An Arnold Electric Drink Mixer will be placed in your store, on ten days' trial, to convince you of its merits.

The drink container on the Arnold Mixer is covered—no chance for the liquid to splash—no chance for dirt to get in.

In the advertisement of the Arnold Electric Co., 1268 Twelfth St., Racine, Wis., is a coupon which, when sent to the company, will bring to you full information about the special reduced prices and the ten days' trial offer.

Clip the coupon.

"WERE you ever held up by a stage-robber?"

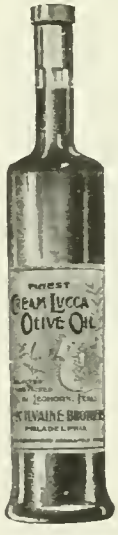
"Once; I took a chorus girl out to supper."—*Sample Case.*

Exclusive Agency Proposition for Leading Druggists

We have a highly remunerative and desirable exclusive agency to place with one good druggist in every town where we are not already represented.

Full details cannot be given here, but we are confident you will be interested in our unique proposition concerning the special agency for

McIlvaine's Finest Cream Lucca Olive Oil



Let us show you how we sell it for our agents and how we create steady consumers of olive oil and permanent customers for your store. We do this without a penny of cost to our agents and without that kind of extravagant advertising which too often eliminates satisfactory profits.

Ours is a direct business producing campaign to the best people in your town and for your exclusive benefit, if you are our agent.

There is a coupon printed below. Fill it out and attach to one of your letterheads. We will send you full particulars promptly.

McIlvaine Brothers

Drug Importers and Millers

Philadelphia

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME _____

STREET _____

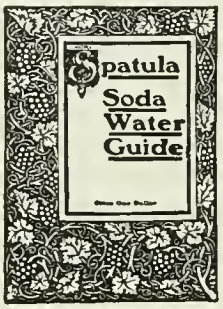
CITY _____ STATE _____

BI

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞*Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

WALKING up to a tall, blond floor-walker, who was walking slowly down the aisle in a languid and elegant manner, she said:

"Will you please tell me where I can see the candelabra?"

"All canned goods two counters to the right," replied the official guide, briefly.—*Harper's Magazine.*

THE advent of summer brings with it a renewed interest in athletic sports and a consequent demand on the part of the participants in the various games for elastic hosiery.

Le Economy Elastic Hosiery more than meets the demands of athletes who desire comfort, perfect fit, and quality.

If you want to know how this product can be made a highly profitable side-line, ask the Lee Tire and Rubber Co., Conshohocken, Pa., for details.

HOUSEMAID: "If I'd known you were going to drop in on us so unexpectedly, we would have had a better dinner."

Horton: "Don't mention it, old man; but next time I'll be sure to let you know."—*Boston Transcript.*

AT an Eastern military academy the night guard heard a noise.

"Halt! Who goes there?" he called, in accordance with army regulations.

It was another student bent on midnight frolic, and he answered, "Moses."

This frivolous and utter disregard of military rule brought back the command, the guard probably suspecting the other's identity, "Advance. Moses, and give the Ten Commandments."—*Argonaut.*

"MEN are always late. I have waited here since six o'clock for my husband to come, and it is now seven-thirty."

"At what hour were you to meet him?" asked the woman who had joined her.

"At five o'clock."—*Buffalo Courier.*

CASE No. 1406 will increase your sales by enabling you to display your merchandise in the most effective manner. It is one of the many display cases especially adapted to drug-store use made by the Joseph Knittel Show Case Co., 327 Third and Broadway, Quincy, Ill.

The catalogue issued by the company contains prices and descriptions of an extensive line of trade-increasing store fixtures. Write for a copy.

"'ERE, Bill, wot's the matter? You're lookin' worried."

"Work—nothing but work from mornin' till night."

"'Ow long 'ave you been at it?"

"I begin to-morrow."—*Youth's Companion.*

MRS. NEWED: "Hello, Central! I've just put some eggs on to boil and I find that my clock has stopped. Would you mind ringing me up in three minutes?"—*Judge.*

SOME thirty-five years ago a member of the long-established Philadelphia house of McIlvaine Brothers was traveling abroad. Being somewhat of an epicure he spent considerable time searching the olive districts of Italy for an oil that was not only pure but pre-eminent in point of flavor. When he found such an oil, he imported a small quantity of it for his own table.

Requests for supplies of this oil came from his friends and his friends' friends until the yearly importations became a large business and its fame spread throughout the country.

It has always been a matter of pride with the house, by unremitting attention to this part of the business, to keep the reputation it thus won for the very best olive oil trade. This oil is now known as "McIlvaine's Finest Cream Lucca Olive Oil," and the standard established thirty-five years ago has been strictly maintained.

An aggressive advertising campaign to push the sale of the oil has been started, and exclusive agencies are to be placed throughout the country. Any druggist interested should read the advertisement of McIlvaine Bros., 1500 Hamilton Street, Philadelphia, which appears elsewhere in this issue.

"I HEAR a lot of talk nowadays about eugenics and the law of heredity. What is the law of heredity, anyhow?" asked the prominent club member of the president.

"Very simple," replied the president. "The law of heredity is that all undesirable traits come from the other parent."—*Ladies' Home Journal.*

ASK the George R. Fuller Co., 99 N. Clinton Avenue., Rochester, N. Y., for catalogues and literature. They tell about the celebrated "Walkeasy" artificial legs that afford liberal profits to the druggists selling them.

"PAT, for a woman of her figure, your wife has remarkable poise."

"Yis, sor. They're th' bist Oi iver tasted."—*The Martian.*

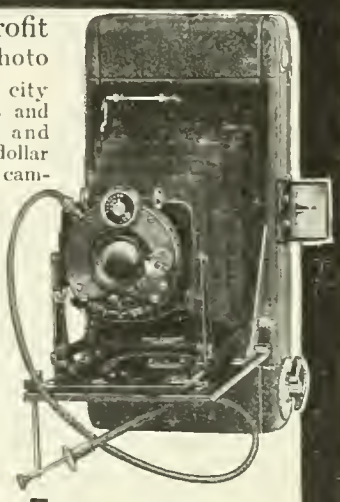
GLOVER'S IMPERIAL MANGE REMEDY is highly recommended as a hair grower and dandruff remover.

Why not call it to the attention of dog owners in your vicinity by utilizing the advertising bearing your imprint that will be furnished, with all charges prepaid, by the manufacturer? A postal card sent to H. Clay Glover, V. S., 118 West 31st Street, New York City, brings you particulars.

"WHAT'S he chasin' yer fer, Mickey?"

"I dunno. I trew two snowballs at him, but I missed him."—*Life.*

New Profit In Photo Supplies



THERE is profit for you in photo supplies. In your city there are hundreds and hundreds of men and women who spend dollar after dollar on their cameras. Every one of your customers is a prospective buyer of a camera and supplies.

Send the coupon today and let us tell you how thousands of druggists all over the country have made splendid successes by carrying the B. & J. line. Find out how you can install this splendid side line in your store by making a remarkably small investment.

Quality Insures Repeat Business

Ingento Cameras—backed by an unlimited guarantee and equipped with the new Acutic Lens mark the one great advance in camera making. Rexo—the king of developing papers has taken the country by storm. Atlas films are unsurpassed. In our new catalog that we will send you free you will find listed thousands and thousands of accessories used in photography. Everything from the most insignificant chemical to the most complex motion picture camera. Every article backed by the great B. & J. guarantee. It has been the experience of thousands of druggists that their quality insures repeat business. Ask any one of them.

Send the Coupon

Put your name and address in the coupon and find out about the opportunities for increasing your profits. Get our new catalog and full particulars of the offer on which you can become one of the merchants who makes additional profit from this splendid side line. Absolutely no obligations of any kind. Fill out the coupon and mail it today.

Burke & James Inc

Dept. 7053 240-258 E. Ontario St., Chicago

To **Burke & James Inc**

Dept. 7053, 240-258 E. Ontario St.,
Chicago, Illinois.

GENTLEMEN:—Please send me without obligations, free and prepaid, your new catalog and tell me how I may become a dealer in cameras and photo-supplies for a very small investment.

Name .....

Address .....

.....

$IX $UGGESTIONS

FOR THE RETAIL DRUGGIST

1 Abbott's Saline Laxative and Salithia net you over 75% profit. These are the best effervescent salines made. Why not push these?

2 Calcidin (Abbott) is very popular among physicians for the treatment of bronchitis, croup, colds and pneumonia. Are you in stock?

3 You should have in stock, for emergency use, a bottle of Carter's Mercury-Antidote for the treatment of corrosive sublimate poisoning. It is a reputation-builder, for it saves lives.

4 Emetine (Abbott) and Boremetine are in great demand among physicians and dentists for the treatment of Pyorrhea and Hemorrhage. New booklet is now ready.

5 Galactenzyme, Sodoxylin, H-M-C, Carbenzol and Nuclein (Abbott) are winners. Your jobber is stocked.

6 If you haven't a copy of our Price-List send for it to-day.

The Abbott Alkaloidal Co.

[The Abbott Laboratories]

Ravenswood, CHICAGO

Seattle San Francisco Los Angeles Toronto New York Bombay

KINNEAR'S METAL CEILING

Your Store is Not Up to date Unless You Install

Kinnear's Quad-Lock Ceiling

All seams are locked and nails concealed, making an attractive, sanitary and dust-proof ceiling. Can be placed directly over old wood or plaster ceiling. Send diagram of store for estimate. Special designs furnished upon request.

THE KINNEAR & GAGER MFG. CO.

FACTORY, COLUMBUS, OHIO.

BOSTON: 125 Broad Street.

THE Bishop (to child on his lap): My, my! What sturdy little legs!

Their owner: Oh, but you ought to see muvver's! —*Puck.*

OINTMENTS that are smooth and free from lumps, that reflect credit upon your professional knowledge, are readily produced if you use a Day Ointment Mill.

These mills are made in one-, two-, and four-quart sizes and can be operated either by hand or power. The J. H. Day Co., Cincinnati, Ohio, will supply information and prices to any interested druggist.

PROFESSOR: If I fail to give a correct answer to any problem in mathematics that any one present offers me, I agree to forfeit the sum of ten dollars!

Voice in Audience: Make the date of my wife's birth agree with her present age.—*Life.*

THE "Ford" of the camera world is the description given by the Seneca Camera Mfg. Co. to the new Seneca Folding Scout. It has everything found in the high-priced outfits, and yet it is sold at a popular price.

Seneca cameras offer the druggist a splendid chance to put in a side-line that pays a profit of over 35 per cent figured on the selling price. For $50.00 an assortment of cameras, roll films, papers, chemicals, and sup-

Save Money on Rubber Bands!

Do you use the ordinary No. 10 or No. 11 rubber band? If so, your bands are costing you twice as much as they should. Why? Because they contain twice as much rubber and consequently weigh twice as much as the same quantity of our

"Bestuvall" Bands No. 99

These are the same length as the ordinary No. 11 band, but they are only half as thick, consequently running twice as many to the pound. They sell at the same price per pound, which means that you get twice as many bands for the same money.

They are made from the very highest grade of fine Para Rubber and have the same resisting qualities as the heavier bands. We have over one thousand letters from druggists recommending "Bestuvall" Bands No. 99.

Price: $2.00 per pound in full pounds, F. O. B. Pittsburgh, Pa.

SPECIAL OFFER

We will send you a trial order of a quarter pound of GUARANTEED "Bestuvall" Bands No. 99 on receipt of 60c in postage. Send us a trial order and you will never use any other band.

The Dykema Company,
High Grade Rubber Specialties,
Pittsburgh, Pa.

Nationally Known and Demanded

Necco and Hub Wafers are made in Boston (the Hub), but the sale of these popular confections covers the entire country. Why?

Necco Wafers
Glazed Paper Wrapper

Hub Wafers
Transparent Paper Wrapper

are the most widely advertised popular-priced candies in the whole country. Our advertising last year reached one-third of the nation's population. Think of it. Place a carton of Necco or Hub wafers on your counters and see how this advertising has affected the demand for them.

If not at your jobber's, write us direct.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.

plies can be obtained that is sufficiently complete to meet the ordinary demands of the amateur photographer.

The cameras are sold to customers with the binding guarantee that they must be satisfactory in every respect, or the purchase price will be refunded. This one feature alone draws much new trade and makes many satisfied patrons.

On another page of this issue will be found the ad. of the Seneca Camera Mfg. Co., 303 State St., Rochester, N. Y. The coupon, properly filled out, will bring to any interested druggist details of the money-making $50.00 assortments.

Find out about this proposition. There's a big money-making field in popular-priced cameras.

WARREN EDMUND PURCELL died recently in Ridgway, Ill. Mr. Purcell was the junior member of the firm of Purcell Bros., druggists.

TIME and labor spent in putting the soda fountain in a spotless condition is wasted unless the dispenser presents an equally neat and spotless appearance.

Weissfeld coats enable him to do this. They are obtainable in 25 styles and in 40 patterns, with a guarantee of absolute satisfaction accompanying each garment. Samples and instructions for measuring will be sent free by the M. Weissfeld Mfg. Co., 253 E. Market Street, Philadelphia, Pa.

Dropping Dollars

into the cash register becomes a habit when you make regular window displays of

PLUTO WATER

The use of the artistic, forceful material we supply upon request connects your store with our extensive educational publicity and magnetically attracts new desirable customers.

You'll need a bigger cash box when you sell and display PLUTO. Make your window display *to-day*, and prepare to work overtime counting the DOLLARS. A postal mailed at once will bring details of the "how and why."

N. B.—Order now for shipment between the cold snaps to avoid freezing en route.

FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana.

FLASH

ANTISEPTIC

HOUSE AND HAND CLEANER

Should be sold by every druggist in the United States.

There is a steady demand for FLASH for removing dirt, grease, oils, paint, ink, acid and stains of all kinds from the hands of motorists, engineers, mechanics, printers, surgeons, housewives, et al.

FLASH contains no acid or excess of alkali and cleans everything far better and quicker than soap. Besides being the best hand-soap, FLASH is ideal for cleaning woodwork, painted walls, bath tubs, kitchen utensils, etc.

FLASH pays the dealer a big profit and is well advertised. Attractive advertising matter is packed with every case. Stock FLASH now and be ready for the increased summer demand.

Write to us to-day for full particulars about FLASH, including trade prices and advertising matter.

FLASH CHEMICAL CO.

Kendall Square,
Cambridge A

BOSTON, - MASS.

Be Prepared for the Summer Athletic Trade

Le Economy Elastic Hosiery

Meet the constant demand of the Summer Athletic trade with an Elastic Hosiery of Satisfaction-giving qualities.

Le Economy Elastic Hosiery is made of fresh Para rubber with the finest silk and linen threads; and it is knitted to a form, which does away with the rough, uncomfortable seams.

The name "Le Economy" on Elastic Hosiery is the buyer's insurance of comfort and evenly distributed pressure—the two great essentials of satisfaction.

Write for complete details—let us show you how Le Economy Elastic Hosiery can be made a highly profitable sideline.

Lee Tire and Rubber Co.

Factory

Conshohocken, Pa.

LE ECONOMY

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

BROWN (on fishing trip): "Boys, the boat is sinking! Is there any one here who knows how to pray?"

Jones (eagerly): "I do."

Brown: "All right. You pray, and the rest of us will put on life-belts. They're one shy."—*New York Globe.*

A LARGE PROPORTION of practical laboratory work is included in the courses offered by the Buffalo College of Pharmacy. The thirtieth annual session of this school opens October 7, 1915.

Students enrolled in the two years' course secure the degree of Graduate in Pharmacy (Ph.G.). Those spending three years' time in the school receive either the degree of Pharmaceutical Chemist (Phar.C.) or analytical chemist (A.C.), according to the lines of study pursued. An illustrated announcement of the college may be obtained from Frank E. Lock, secretary, 34 High Street, Buffalo, N. Y.

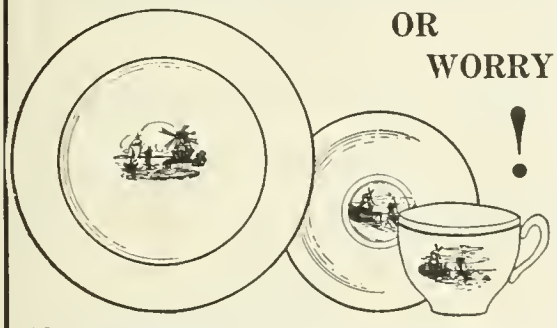
"HAVE you anything to say before I pass sentence?"

"Yes, your honor. I would call your attention to the fact that the fool lawyer who defended me was assigned to the case by yourself."—*Philadelphia Public Ledger.*

You get quality soda straws in "spill-proof" boxes when you specify Stone's straws in the round container. All supply houses carry them.

Double Your Present Sales

WITHOUT COST OR WORRY !



Use Dignified and Proven Advertising.

¶ Our advertising plan is the result of long and careful experimenting, and embodies the experience of many hundred successful druggists.

¶ These trade winning advertising plans are exclusive with us, and **the success of the proposition depends on the advertising we furnish with each sale.**

¶ With every sale goes our well known guarantee, and the famous Limoges Advertising Service. Write for complete details and samples.

The Limoges China Co., Sebring, Ohio.

Profitable Side-Lines

¶ Practically everything handled by druggists as a side-line may be purchased from us.

¶ This enables you to purchase the greater portion of your merchandise in one place—buying each article in such quantities as your needs demand—having all shipped together, thus saving in transportation charges.

¶ We are manufacturers and publishers and able to save you money. Space permits us to mention only a few of our lines, as follows:

Albums, Atomizers, Books, Blanks, Brushes, Cards and Cases, Cutlery, Cut Glass, Clocks, Combs, Dolls, Easter Goods, Electrical Goods, Fountain Pens, Games, Leather Goods, Mirrors, Musical Instruments, Papetries, Post Cards, Razors, School Supplies, Science Papers, Toilet Articles, Toys, Work Baskets, and hundreds of other articles.

¶ We carry an immense stock and prompt service is assured. A trial order will convince you. Catalogs on request

A. C. McCLURG & CO.
332 E. Ohio St., - CHICAGO.

MANUFACTURERS of bismuth subnitrate and other bismuth salts know that great expense in the process of manufacture can be saved if the raw material used is arsenic-free.

Such an arsenic-free product is offered by the United States Metal Refining Co., 42 Broadway, New York City. Ask the company about its Usmrco brand, the uniform quality of which is guaranteed at all times.

JONES: Has she any tact?

BONES: Tact? She's the kind of woman who'd send a wrist-watch to the Venus of Milo for a Christmas present.

"OH, doctor, I have sent for you, certainly; still I must confess that I have not the slightest faith in modern medical science."

"Well," said the doctor, "that doesn't matter in the least. You see, a mule has no faith in the veterinary surgeon, and yet he cures him all the same."—*Pacific Drug Review.*

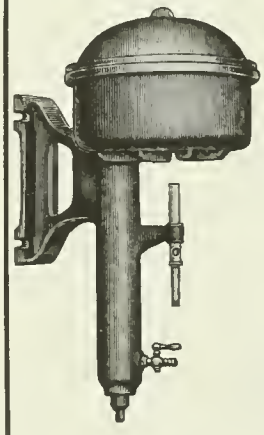
QUICK-SELLING electric pocket flashlights—six of them retailing at 75 cents each and six at 50 cents each—mounted on a trade-stimulating easel are offered by the Isgold Mfg. Co., 107 E. 17th Street, New York City.

Write the company to-day for its attractive proposition and the catalogue illustrating "flashlights for every purpose."

DISTILLED WATER

AT

2c Per Gallon



Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

QUICK TURNOVER
ELECTRIC POCKET FLASHLIGHTS

We help you sell our line. All our nickel flashlights are packed in the manner shown below. There is an easel attached to the card so that you can keep it on your show case. Six of each style to a carton. Write for our complete catalogue and proposition.

ISGOLD MFG. CO., 107 E. 17th St., New York City.

Makers of Electrical Specialties.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

SMITH: I say, Isaacs, these Russian blokes 'ave the funniest names, ain't they?—Michalovitch, Androvitch, Jackovitch, Stephanovitch.

Isaacs: That's so. You can't tell vitch is vitch.—*Sydney Bulletin.*

ALREADY many of your customers are planning their summer vacations. Perhaps some of them are intending to take in the big Panama-Pacific Exposition at San Francisco.

Much of the pleasure of these trips is oftentimes destroyed because of the nausea occasioned by train- and sea-sickness. By calling the attention of the people affected in this way to Mothersill's Remedy you solve the problem for them and at the same time ring up 50 cents or a dollar on your cash register.

The Mothersill Remedy Co., 503 J. Henry Smith Bldg., Detroit, Mich., will furnish you with a liberal amount of free advertising matter to aid you in your work. The company will give you for distribution copies of "Mothersill's Travel Book," a valuable guide for any one traveling by land or sea. Net prices on this popular and efficient remedy will be supplied upon application to the company. Ask for a Travel Book.

TOWNLEY: "Sorry to hear that your house burned down, old man. Did you lose much?"

Subbubs: "Oh, no; the neighbors had borrowed about everything."—*Topeka Herald.*

GONOSAN

The recognized remedy for the treatment of *Gonorrhea*.

SALIPYRIN

"The foe of Colds"

and all other

"RIEDEL" Specialties

are supplied at normal prices.
Have you stocked them?

RIEDEL & CO.

35 West 32nd Street,

NEW YORK.

The Best Advertising for Druggists

is a good monthly store paper filled with lively, interesting reading matter and which contains none but your own advertisements. Such advertising is distinctive and expresses individuality. It is effective, steady and persistent and will increase your business in the EASIEST, QUICKEST and MOST ECONOMICAL way. We will print the

MONARCH STORE PAPER

for you every month under any name you select. Experts will write and select the text and prepare the advertisements for you, but no names will appear in it but your own. It will be YOUR OWN paper in every sense of the word. You have no worry, work or bother and the cost is small.

WRITE TO-DAY FOR FREE SAMPLE COPIES AND FULL PARTICULARS.

Chittenden & Frew Co.

226 South Canal Street

CHICAGO

"What is the difference," asked the teacher, "between caution and cowardice?"

Johnny, who observed things carefully for so youthful a person, answered:

"Caution is when you're afraid and cowardice is when the other fellow's afraid."—*Ladies' Home Journal.*

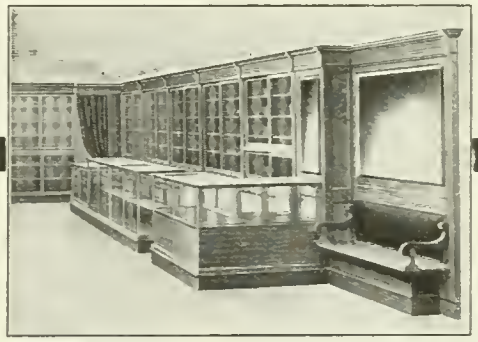
Some most attractive prices on combinations in soft gelatin capsules are submitted in the ad. of the Grape Capsule Company which appears elsewhere in this issue. The company says that by distilling most of the oils used and by selling for cash only it is enabled to offer reliable capsules at the prices ordinarily charged for inferior products.

A full price-list or quotations on all special formula work in the line of soft capsules, bougies, suppositories, and gelatine tubes will be furnished upon application to the company at 108 Fulton Street, New York City.

The physician was giving good advice to the layman.

"Don't let the little things pass unnoticed," said the doctor. "It's these little things that often turn out to be serious, if allowed to run on without attention. Even if you have a simple ailment, keep your eye on it."

"But how can I, doctor?" cried the patient. "I have a boil on the back of my neck."—*Leather Topics.*



Handsome Effects Always Obtained With Victor and Olympic Sectional Outfits

The designs are exclusive; rich but not gaudy. Best of all our method of manufacturing in large quantities means an actual saving to you of from 10% to 20%, and enables us to make immediate shipments.

The shelving is made of 4-, 6-, and 8-foot sections. The Prescription Partitions are combined units of 12 inches to 6 feet long and are of various patterns.

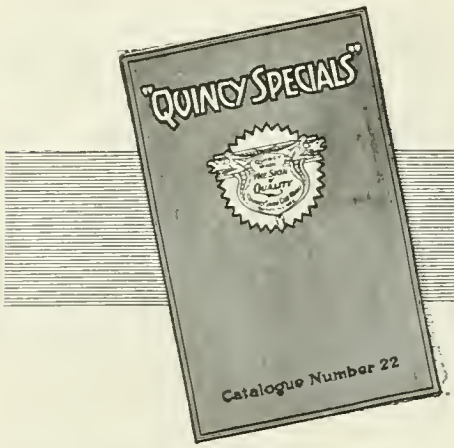
Write your favorite drug jobber for Benderscheid Catalog No. 14. It is an 80-page book containing illustrations, specifications and full particulars.

BENDERSCHEID MFG. CO.,

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 N. 9th St.,

St. Louis, - - Missouri.



Just Off The Press

"Quincy Specials"—our new 192 page catalogue is just off the press. Every merchant interested in the newest and best in store equipment should have a copy of this "Red Book" on his desk—should read its pages carefully—should consider the increased selling possibilities of a "Quincy Equipped" store.

Mail us a card—and we will mail YOU a copy.

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

JACKSONVILLE, FLA.: 20-28 Julia St.
DALLAS, TEX.: 907 Commerce St.
PITTSBURG, PA.: 949 Penn Ave.
WICHITA, KANS.: 301 Beacon Building.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-powder Bottles, Talcum Powder Tops.

Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office, New Brunswick, N. J.

New York Office, 290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

THE House of Mennen announces that it will shortly begin to ship Mennen's Shaving Cream in a tube of new and striking design. No change will be made in the high standard of excellence of the cream, the only difference being that the new design of the tube will appeal strongly to the user.

In order that druggists may have an opportunity to dispose of their stocks of the present design, the company will defer for a while any mention of the new tube in its national advertising to consumers.

My dear, you ought to pass up frivolous things and take an interest in deep subjects. Take history, for instance. Here is an interesting item. Gessler, the tyrant, put up a hat for the Swiss to salute."

The lady was a trifle interested.

"How was it trimmed?" she inquired.—*Louisville Courier-Journal.*

YIELDING to insistent demand, Mr. Crane of Elcaya fame has consented to market Creme Elcaya in dollar jars and in tubes. The latter are entirely novel in design, having a flat bottom that permits the tube to be stood up for display and serves to make it easier for the customer to roll up the tube as the contents are used.

But it is the dollar size that takes with the steady Elcaya customer. The round jar holds three times the quantity of the fifty-cent package and has a top similar to the old-fashioned ointment jar, held in place with an

Safe and Convenient

STONE'S STRAWS

Are Packed in

"SPILL-PROOF" BOXES

Specify the Round Box

Obtained From All Supply Houses.

The Stone Straw Company

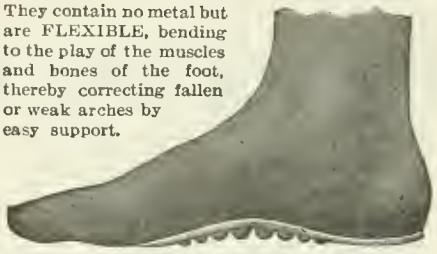
Washington, D. C.

PERFECTION

AIR CELL

ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

aluminum spring. There is no label, and the beautiful white jar harmonizes to perfection with whatever else appears on the dresser. Taken altogether the package is strikingly handsome and already has acquired a wide distribution and sale. Mr. Crane is making it easy for the trade by having orders filled through the jobbers.

Dealers appreciate what Mr. Crane has done in having the retail price upheld on Elcaya and will certainly welcome these new additions. Cerat and Baume Elcaya are also marketed in similar containers.

Betty was told privately that she and mother would have to have oyster soup without the oysters. The young lady was much flattered at her share in this sacrifice to hospitality, and apparently disappointed when she found one small oyster in her plate. Holding it up on the spoon, she inquired in a stage whisper:

"Mother, shouldn't Mrs. Smith have this oyster, too?"—*New York Evening Post.*

The proper fitting of eyeglasses offers the druggist a splendid chance to increase his earning capacity and at the same time to lend dignity to himself in the eyes of his customers. You can become a capable optometrist by enrolling in either the attendance or the correspondence courses given by the Northern Illinois College of Ophthalmology. A catalogue can be secured by addressing the president of the college, G. W. McFatrich, M. D., Masonic Temple, Chicago, Ill.

You Would Rather Sell

an American-made barley for infant feeding that shows you a profit of

50%

than other kinds that show less profit or no profit at all.

The American barley is

Brooks' Baby Barley

pronounced by Pediatricians the best barley on the market.

Fresher.
Does not lump.
Does not get rancid or wormy.
Packed in air-tight packages.
Up-to-date directions.
Liberally advertised to physicians.

Full 1 pound packages, 25 cents, $2.00 per doz.
Full 1/2 pound packages, 15 cents, $1.20 per doz.

Your wholesaler has it. It is worth your while to sell it to your customers. We guarantee their satisfaction.

Brooks Barley Co., Boston, Mass.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

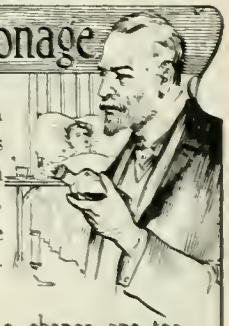
Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

The Doctor's Patronage



SUPPOSE on revisiting a patient, the doctor finds a poor cork in the prescription bottle you have filled. (Doctors are trained to notice the little things.) Your reputation for service suffers.

Perhaps the cork was just a chance one too, but the doctor doesn't know that; consequently, in the future he may not be so keen to endorse your store. Now, if you use

CIRCLE (A) CORKS

The Standard Prescription Corks of America

you will not only avert unfavorable impressions, but you can create favorable ones, because Circle A Corks are all bright, sound and strong. All the "chance ones" have been left out.

Most doctors will swing their influence to the neatest and most careful man. Circle A Corks will help any druggist to get this reputation.

A package of 100 in sizes from two to six will be forwarded on receipt of 20 cents in coin or stamps.

Armstrong Cork Company
113 23rd. Street
PITTSBURGH, PA.

PREPARE FOR

STATE EXAMINATION IN

PHARMACY

We offer a course of study in the elements of Pharmacy, prepared expressly for correspondence instruction, by OSCAR OLDBERG, Pharm. D., Dean of Northwestern University School of Pharmacy, Chicago. It is the strongest course that can be constructed for home students, and is offered with the assurance that any person who is competent to begin the study of Pharmacy can be prepared by us as well as by any other means to pass State Board examinations.

STUDY SUCCESSFULLY AT HOME

The course prepared by Dr. Oldberg covers 27 extended divisions; the last three are based upon the Pharmacopœia of the United States, which book is given to every student in addition to the volume containing the correspondence lessons. In the course unnecessary detail is eliminated, but the text is sufficiently clear and explicit to prepare the student adequately for his examinations. Recitation papers are corrected with greatest care and are returned to the student accompanied by printed answers to test questions. These answers furnish valuable side-lights upon the work, as they indicate how author and instructors would answer their own questions.

Graduates in our Academic Courses may receive entrance credits in Northwestern University. Advanced credits are also given in various State Normal Schools and colleges of high rank. This connection should give students fullest assurance that instruction in all courses is on a high plane.

Write for circulars giving full information.

Interstate School of Correspondence

633-641 South Wabash Ave., Chicago, Ill.

THE VICAR: For shame, my lad! What have those poor little fish done to be imprisoned upon the day of rest?

Tommy: That—that's what they get for—for chasing worms on a Sunday, sir.—*John Bull*

THE next session of the Northwestern University School of Pharmacy begins September 27, 1915.

This school offers a thoroughly practical two-year course in pharmacy, chemistry, dispensing, etc., leading to the degree of Ph.G. More extended courses including the subjects of pharmaceutical testing, food and sanitary analysis, urinalysis, and bacteriology lead to the degrees of Ph.C. and B.S.

"Typical Lessons in Pharmacy" will be sent to any prospective student upon application to Charles W. Patterson, Secretary, 2431 Dearborn Street, Chicago, Ill.

AN aged colored man, of the "Unc" Rasmus type, shambled into a shoe store in Thomasville, Ga., and asked for a pair of boots.

"What's the matter, uncle?" asked the clerk. "You never wore a pair of shoes in your life."

"No, sir," said the old darky, scratching his woolly head; "dat Ah ain't. Ah ain't neber had no shoes on in mah life, but sense dis hear probishun done gone int' effek, de woods is so full ub bottles dat a well-meanin' niggah kain't keep from manglin' his feet."—*Topeka Times.*

ESSENTIAL OILS

THE **D & O** BRAND

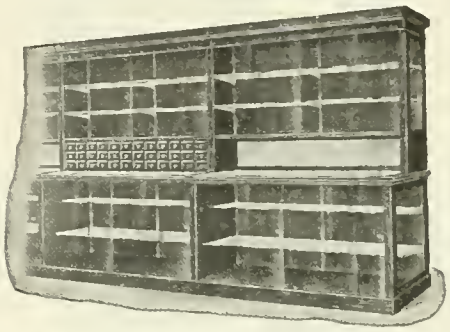
THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

ASKING your jobber for Trefoil corks is simply another way of saying that you want prescription stoppers of the highest quality.

The R. W. McCready Cork Company, Chicago, makes them.

DRILL SERGEANT (to raw recruit, who is slow in grasping the tactical details): "Now, Murphy, how would you use your sword if your opponent feinted?"

Murphy: "Begorra, I'd just tickle him with the p'int of it to see if he was ahfter fakin'."—*New York World*

"JOY DISKS" is the term used by the New England Confectionery Company, of Boston, Mass., to describe Necco Wafers and Hub Wafers.

These wafers are five-cent packages of delicious confections that are proving themselves money-makers for druggists in all parts of the country. Your jobber can supply you.

JOHNNY had been very excited at school all morning, and finally burst out with:

"We have a baby girl at our house, teacher; Dr. Moore brought her."

Immediately another small hand was frantically waved in the air, and a little voice piped: "We take off of him, too, Miss Brown!"—*Retail Druggist of Canada.*

"Something Good"

in pure confections that the public wants.

LOVE'S FRUIT TABLETS

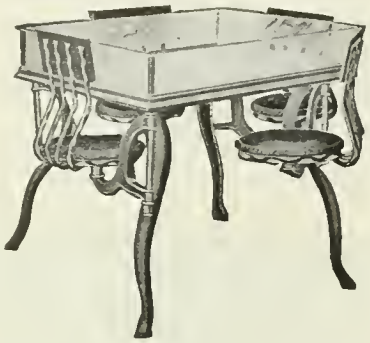
Comply with all state and national pure food laws. Retain their flavor indefinitely and resist all atmospheric conditions, if bottles are kept properly closed.

Flavors—Assorted, Wild Cherry, Chocolate, Hoarhound, Lemon, Lime, Orange, Raspberry.

Packed in 5-lb. bottles, 1 doz. bottles per case, advertising matter included.

Samples and Quotations on request.

Manufactured by F. S. LOVE MANUFACTURING CO.
Mfg. Confectioners JOHNSTOWN, PA.



No. 410

THIS TABLE TURNS THE TRICK

Seats four customers *comfortably* but saves the floor space of your chairs. Displays your general merchandise most attractively and makes a profitable sale to the person who comes in to buy soda water or ice cream.

TRADE C/A MARK (C-LINE-A) Specialty Furniture

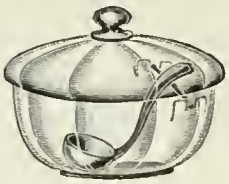
will improve the appearance and increase the profits of your store. Our line includes many styles and patterns of display tables, plain tables, chairs and stools, suitable for any possible requirement.

Write to-day for complete catalog, prices and general literature.

The Celina Specialty Co.,

24 Anthony St., - - CELINA, OHIO.

The Bohner Patent Fruit Bowl



with a 20-year record as the LEADER—Endorsed by the trade, pure food and health authorities everywhere—Precluding all possibility of contamination from flies, bugs, dust, etc.—Insuring absolute cleanliness and sanitary conditions, must appeal to the wide-awake Dispenser as a convincing reason why it should be used on every Soda Fountain Counter.

Write your Jobber for *this year's* prices. All up-to-date Jobbers handle them. If yours does not, write us.

Bohner Manufacturing Co., 1009 So. Wabash Ave., Chicago, Ill.

Established 1899

GRANULES

THE PERFECT STABILIZER

FOR

Ice Cream, Ices, Whipped Cream

Patented June 3rd, 1913

No Bacteria, no Dust, no Soaking, no Heating.

Upon receipt of $1.00, we will send you by parcel post, 5 pounds of GRANULES during February and March. After using it, if you are not satisfied, we will refund your money. Free sample if you mention this ad.

GRANULES MFG. CO., Inc. 402 West 31st St., NEW YORK.

Eyeglass Fitting

IN ALL ITS BRANCHES

TAUGHT AT

The Northern Illinois College of Ophthalmology.

WRITE FOR CATALOGUE.

Attendance and Correspondence Courses.

G. W. McFATRICH, M.D., President.

Masonic Temple, CHICAGO, ILL.

A NEW YORK salesman tells of a stay made by him in a Western hotel where he observed an old-fashioned roller-towel. "Say," asked the Gothamite of a man in the washroom, "don't the owner of this hotel know that it's against the law of the State of Illinois to use roller-towels now?"

"He knows it all right enough," said the man addressed, "but that law wasn't passed when this towel was put up."—*Argonaut.*

IN spite of the increased cost of raw material, and in spite of the higher cost of labor, Ingram's line of toilet preparations costs the dealer no more than it did before the advent of the stamp tax.

In fact, by taking advantage of the rebate coupons packed in the containers of the leading specialties, the cost is a trifle less than before. Fill out the coupon attached to the ad. of the Frederick F. Ingram Co., 6 Tenth Street, Detroit., Mich., appearing elsewhere in this issue, and find out about Ingram's dealer's-helps, and about the money-saving rebate coupons.

"I TELL you, sir, the great benefit of a college education lies in the friends you make."

"That's so. No matter how old you are, if you have been through college you can always find some one to play poker or bet on the races or go on a spree with."—*Life.*

No. 3M Chair

ANDREWS'

WIRE CHAIRS
TABLES AND
STOOLS

"*Nothing Better*"

Used Everywhere

Get Our Catalogue No. 157.

THE A. H. ANDREWS CO.
CHICAGO, ILL.

Order Now Order Now

The "HAEDRICH"
NARCOTIC RECORD

For Druggists and Physicians. Contains 250 pages, sufficient for over 4000 records, together with the Anti-Narcotic Law printed in full.

Under the regulations of the new Federal Anti-Narcotic Law which goes into effect on March 1, 1915, *every druggist must* keep a separate file of all prescriptions that he fills for any of the drugs or preparations which comes within this law, or *he must keep a Record Book* which shows the number of prescription, the name of the prescriber and the name of the person for whom such prescription is filled.

The Physician, Dentist and Veterinary Surgeon is also required to keep a *Record Book* of Date, Kind and Quality of Narcotic dispensed and name and address of Patient.

These Records are printed and ruled on a good quality of Ledger Paper and are durably bound in cloth.

Price $1.00 Each Sent Postpaid on Receipt of Price.

Order direct or through your jobber. Specify The "HAEDRICH" Narcotic Record. When ordering, state whether for Physician or Druggist.

WM. HAEDRICH & SONS, Publishers
303 to 313 Jay St., Label Printers Brooklyn, N. Y.

Prescribed by the Medical Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons.

¶ The only food containing the natural principles of self-digestion.

¶ *Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.*

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

80 U.S.

"OH, my friends, there are some spectacles that one never forgets!" said a lecturer, after giving a graphic description of a terrible accident he had witnessed.

"I'd like to know where they sells em," remarked an old lady in the audience, who is always mislaying her glasses.—*Tit-Bits.*

THE ANNUAL MEETING OF THE AMERICAN DRUGGISTS' FIRE INSURANCE COMPANY.—At the eighth annual meeting of this organization held at Cincinnati, February 9-10, the board of directors elected the following officers: Chas. H. Avery, president; L. G. Heinritz, vice-president; Frank H. Freericks, secretary and general counsel; Geo. B. Kauffman, treasurer. Chas. H. Avery, L. G. Heinritz, Walter Rothwell, A. O. Zwick, J. H. Beal, Geo. B. Kauffman and Frank H. Freericks were made members of the executive committee.

The year 1914 was the most successful one in the history of the company. During that time $14,735,282.00 of insurance was written, at a premium of $150,827.66. The gross savings in premiums made and retained by its policyholders during the year amounted to $50,275.88. The re-insurance reserve or unearned premiums on the business of the year amounted to $65,568.50.

The board of directors declared a 9 per cent dividend, payable on March 1, 1915. On January 1, 1915, the total assets of the company were $385,350.99. The net surplus of the company as to its policyholders amounts to $309,537.34.

"FLUTED" SODA STRAWS

"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre.
Untouched by hand and sterilized by heat "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

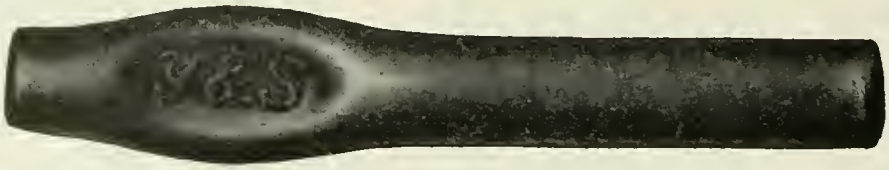
SAMPLE BOX ON REQUEST.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK CITY.

THE OLD FASHIONED REMEDY for COUGHS and COLDS

Packed in Individual 5 cent Cartons



Packed in Individual 5 cent Cartons

Y & S, SCUDDER AND M & R STICK LICORICE

Lozenges and Pellets in Glass Front Decorated Tins, M & R and Y & S Wafers in 5 cent Fancy Muslin Bags.

ALL WHOLESALERS — **Powdered Licorice Extract and Root.** — ALL WHOLESALERS

OIL OF CLOVES

The next time you order specify "BUSH." Distilled from the finest selected Zanzibar clove buds at our Linden, N. J., Works.

Put up in 6-pound bottles and 60-pound cans.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., - - NEW YORK

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish,	144 Boxes 10c Fish Food.	$14.40.
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$10.00.
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$14.40.

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. F. O. B. Toledo, Ohio. Fish by Express.

J. J. WADE & CO. TOLEDO, OHIO.

MRS. H.: I think I'll ask those new people next door to dine with us to-night.

Mr. H.: What for?

Mrs. H.: It only seems fair, because the butcher, by mistake, left their meat order here.

AMERICAN-MADE perfumes and toilet preparations of high quality, retailing at popular prices, are marketed by the Donald-Richard Co., of Iowa City, Iowa. One druggist in each town can secure the exclusive agency of this sales-guaranteed line by taking advantage of the proposition offered by the company.

To aid the druggist in selling these goods the Donald-Richard Company furnishes a number of trade-bringing, profit-making, stimulating advertising helps. By writing the concern to-day you can nail the agency for your town before your competitor gets it.

THE New York Times asked seventeen humorists what they considered the best joke. Here are a few of the answers:

The first is George Ade's:

Two solemn-looking gentlemen are riding together in a railway carriage. One gentleman says to the other: "Is your wife entertaining this summer?" Whereupon the second gentleman replies: "Not very."

Sim Ford, who used to keep a New York hotel and the table in a roar, marks the following as his best:

Our steward had printed on the bills of fare the following notice:

"Articles brought into the hotel and used at the tables will be charged for as though furnished by the house."

Some one mailed me one of these bills and under the notice he had written:

"Does this apply to false teeth?"

And Irvin S. Cobb wrote:

"I'm inclined to think my favorite is the little story of the large, slew-footed darkey, who was leaning against the corner of the railroad station in a Texas town when the noon whistle in the canning factory blew and the hands hurried out, bearing their grub baskets. The darkey listened, with his head on one side, until the rocketing echo had quite died away. Then he heaved a deep sigh and remarked to himself:

"'Dar she go. Dinner time fur some folks—but jes' 12 o'clock fur me!'"

MADE by machinery, using the celebrated "Owens" process, the bottles produced by the Whitney Glass Works, Glassboro, N. J., are uniform in height, weight, and capacity.

The company's New York, Philadelphia, or Chicago office will tell you all about them if you inquire.

Soda Drinkers Like This Chair

Its classy lines appeal to them. Comfortable and free from wiggle. Unconsciously customers go to the fountains that have modern chairs and tables. Get this business by putting in

UHL ART STEEL Fountain Chairs and Tables Artistic, Sanitary and Durable.

Made of cold-rolled steel shaped in artistic lines. Light but durable. Will outlast any wire or other metal furniture ever made. Comfortable to use and pleasant to look at. Just what you need to give your place the finishing touch.

EQUIP YOUR FOUNTAIN IN THE MODERN WAY.

Inspect Uhl equipment and you'll have no other. Write for catalog and name of nearest dealer.

TOLEDO METAL FURNITURE CO., 3106 Dorr St., TOLEDO, O.

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives

Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

POST CARDS

LOCAL VIEWS MADE TO ORDER.

BLUE DELFT (2 colors) $5.00 the 1000

Send for Samples

HAND COLORED $6.75 the 1000

True to Nature

THE NATIONAL COLORTYPE CO., NEWPORT, KY.

MRS. SCHOPPEN: Blackberry jam, thirty cents the jar! My, isn't that jam jear?

Mr. Sands: Isn't it what?

Mrs. Schoppen: I say, isn't that dam jear—er—I mean, isn't that dam dear. Oh, never mind.—*Square Dealer.*

A ONE-FER-CENT SOLUTION of alcohol combined with Oleo Resin Ginger, "Bush," produces an extract that conforms to the requirements of the national pure food law and that may be labeled extract of ginger.

Oleo Resin Ginger, "Bush," can be procured from W. J. Bush & Co., Inc., 100 William Street, New York.

HER FATHER: My boy, I like you and I want you to marry my girl. But have you spoken to her mother about it?

Suitor: No, sir.

Her Father: Then, to make it a sure thing for you, I'll oppose the match.—*Boston Transcript.*

IS YOUR store the photographic headquarters for your locality? If not, you can readily make it so by securing the agency for the Ansco line of photo supplies, which includes the famous Ansco films and the prize-winning Cyko paper. The Ansco Company, of Binghamton, N. Y., has an extremely attractive proposition whereby one druggist in each neighborhood is given the exclusive control of the line.

The investment of a comparatively small amount of money makes you the source of supply for the many users of "the amateur camera of professional quality." It enables you to offer Ansco films that give true color values to discriminating photographers. You can sell, at a liberal profit, the various accessories required by both amateur and professional picture-takers.

A postal card addressed to the company, mentioning the BULLETIN OF PHARMACY, will bring you an Ansco catalogue, stock order suggestions, and full information as to how to become an Ansco dealer. Send to-day. Delay may mean that your competitor will get in ahead of you.

SOME men at the club were telling dog stories after a day's shooting. After some time, when the tales had got very "tall," one little man, who had been quite silent, said:

"I have a dog that makes all yours seem fools. I generally feed him myself after dinner, but the other day a friend dropped in and the poor animal slipped my mind. After the meal we went into the garden The dog scratched up a flower and laid it at my feet, with the most yearning look in his eyes—it was a forget-me-not."

Nobody told any more dog stories that evening.—*Tit-Bits.*

NOTE THE SIMPLICITY

of making Perfect Duplicates with the

Daus Improved Tip Top Duplicator

No intricate mechanism. No printers' ink. Always ready.

100 Copies from Penwritten and 50 Copies from Typewritten Original

Useful in any business for making duplicates of circular letters, trial balances, invoices, price lists, reports, menus, manuscript, drawings, specifications, etc.

Sent on 10 Days' Trial Without Deposit

Our negative rolls now have our new "DAUSCO" OILED PARCHMENT BACK, giving additional strength and efficiency.

Complete Duplicator, cap size. Prints 8¾x13 inches. PRICE, $7.50, less 33⅓ per cent. discount $5.00
Circular of larger sizes upon request.

FELIX A. C. DAUS DUPLICATOR CO., Daus Bldg., 111 John St., NEW YORK

Price Announcement to Retail Pharmacists.

The Price of DIGALEN is now 90 cents per vial.

PANTOPON 'Roche'
SEDOBROL 'Roche'
THIOCOL 'Roche'
LAROSAN 'Roche'

HAVE NOT ADVANCED IN PRICE

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

WHICH ONE IS THE BEST INVESTMENT?

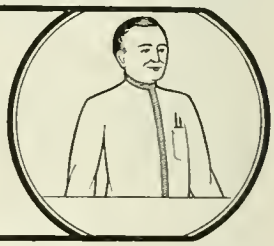
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



Of course there really was not a name good enough for her new little son, and Mrs. Willis's eyes were wide open in search of something new. One day while driving she saw on a barn door the word "Nosmo." The other half of the door was open, and she could not see what was on it, but the name struck her as just the thing—so odd, so musical.

She drove back next day and this time the other part of the door was closed, and on it she read the word "King." That settled it, and the baby was at once baptized Nosmo King Willis.

Shortly afterward she took little Nosmo out to see his name. This time both doors were closed and she saw the words "No Smoking."—*Pacific Pharmacist.*

Trade-stimulating window displays that have been business-getters for druggists from all sections of the country are illustrated and described in a book entitled "Window Displays for Druggists," published by E. G. Swift, P. O. Box 484, Detroit, Mich. One hundred and ten of them. A dollar brings the book, post-paid.

"Oh, my!" she exclaimed impatiently; "we'll be sure to miss the first act. We've been waiting a good many minutes for that mother of mine."

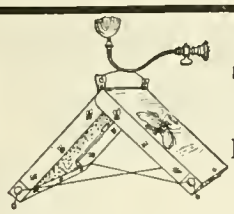
"Hours, I should say," he replied, rather tartly.

"Ours?" she cried joyfully. "Oh, George, this is so sudden!"—*Ladies' Home Journal.*

Here is the very thing you have been looking for. It's the "Haedrich" Narcotic Record that will enable you to keep track of all prescriptions, as required by law, coming under the province of the Harrison Anti-narcotic Act. The book, with spaces for 4000 records, will be mailed to you, post-paid, upon receipt of $1.00, by Wm. Haedrich & Sons, 303 to 313 Jay Street, Brooklyn, N. Y.

Pater (pompously): The old-fashioned dime novel has been withdrawn from circulation.

Small Boy (consolingly): Yes, but, pa, I can take you to one at the movies.—*Life.*

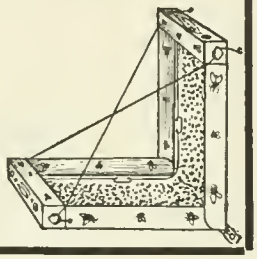


Swatting the Fly Spreads Disease

The use of all sticky fly papers is now made convenient and sanitary by the use of

BUCKLEY'S FLY PAPER GUARD AND SANITARY HOLDER

PATENTED JULY 14, 1914.

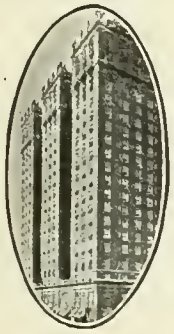


Secures the paper from blowing or falling from its place. WILL STAND OR HANG AT ANY ANGLE. Position of the fly paper can be reversed, thereby replenishing the depleted portions. An article that will attract the neat housekeeper. Indispensable for Hotels, Restaurants, Lunch Rooms, Bars, Soda Fountains, Ice Cream Parlors, etc. Flexible, Easily Adjusted, Durable.

Be the first in your town to display this sure seller. Retails for 10 cents, and pays a big profit.

Two samples and price list mailed on receipt of 10 cents.

TURNER-BUCKLEY MFG. CO., Inc., - 334 Old South Bldg., BOSTON, MASS.



The VANDERBILT Hotel

Thirty Fourth Street EAST *at Park Avenue*
NEW YORK CITY
WALTON H. MARSHALL, Manager.

Conveniently located to the uptown shopping district; easily accessible to the theatres and clubs; The Vanderbilt is situated in the fashionable Murray Hill district, which insures the quiet so desired by patrons of New York Hotels.

Subway Station at Main Entrance.

Tariff Moderate.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

KERRIGAN (a saloon-keeper): There's no gittin' around it, Corny, it's th' ultimit consumer who always pays th' taxes. Take beer——"

Slattery: A small wan, thank ye!—*Chicago Examiner.*

GONOSAN, SALIPYRIN, AND BORNYVAL, products of Riedel & Co., 35 West 32d Street, New York, have not been advanced in price. Contrary to the impressions prevalent in some quarters, the European situation has not interfered with the obtaining of supplies from abroad nor occasioned any increase in the selling prices.

If any difficulty is experienced in obtaining these goods at normal prices a postal card addressed to the company will elicit information that will speedily adjust the matter.

"DOCTOR," said Mr. Boyle, "my insomnia is much worse now than it ever was before."

"Indeed," replied the M. D.

"Yes, sir, it is. Why, I can't even sleep when it's time to get up."—*Sample Case.*

"MAW, these pants are too tight; they are tighter than my skin."

"No, Willie, they can't be tighter than your skin," his mother answered.

"Yes, they are, maw; I can sit down in my skin, but I can't sit down in these pants."—*The Haberdasher.*

MRS. DE SOUR: I want you to keep your dog out of my house. It's full of fleas.

Mrs. De Smart: Mercy on me! Fido! come here, sir! Don't you go into that house again. It's full of fleas.—*The Gimlet.*

A LECTURER, one exceedingly rainy night, addressed an audience which might have been much larger without taxing the seating capacity of the hall. Naturally, he was willing to curtail his address, and, having reached what he considered the psychological moment, he said: "I'm afraid I've kept you too long."

Whereupon a voice replied: "No, go on; it's still raining."—*Kansas City Star.*

WANT ADVERTISEMENTS

**STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.**

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—A very desirable drug business in Illinois. Address L. U. Bowman, Pleasant Hill, Illinois. 3

FOR SALE.—Drug store in good town of 20,000. Will sell at inventory if taken at once; about $4000. Must have half. Box No. X, BULLETIN OF PHARMACY. 3

FOR SALE.—Drug stock and buildings. Will take part cash; will consider real estate for part. Good farming country. Address F. J. Lyons, Grand Junction, Mich. 3

FOR SALE.—Only drug store in new growing town in western Alabama. Will invoice $3000; will sell for $2000, or 75 per cent of invoice. Address 72, care BULLETIN OF PHARMACY. 3

FOR SALE.—Edison Amberola Phonograph with 100 4-minute wax Amberol records. Slightly shop-worn. Regular price $250; to quick buyer, price $149. Would accept part in patent medicines that we can sell. Address E. C. Spens & Son, Box 473, Alpena, Mich. 3

WILL PAY CASH for good, paying drug store, in either Indiana, Ohio, Michigan, or Illinois. Rexall store preferred. Write full particulars. Address R. & S., care BULLETIN OF PHARMACY. 3

THE UNIVERSITY OF ILLINOIS, School of Pharmacy, Michigan Blvd. and 12th Street, Chicago, Ill., would like to purchase volumes 1 to 10 of the BULLETIN OF PHARMACY to complete their files. Any subscriber having these for sale, please write them. 3

FOR SALE.—20th Century Sanitary Fountain in good operating condition. Cost $1700; will sell for $350. Did $6500 business in 1914. Photograph on application. Marshall's Pharmacy, 1342 Nicollet Ave., Minneapolis, Minn. 3

ROYAL OAK LOCATION.—Choice corner for drug store. New, modern building, best street, all cars pass door. Big opportunity. Phone Main 1243, Detroit. 3

FOR SALE.—Paying drug store in growing New Mexico town. Eastman Kodak, Nyal, and A. D. S. agencies. Inventory about $4000. Will sell at inventory. This is a snap. Address M. W. M., care BULLETIN OF PHARMACY. 3

EXPERIENCED PHARMACIST would like a position as hospital pharmacist or pharmacist for any institution or health board. Besides drug-store experience, have had four years as hospital pharmacist in the United States Public Health Service—a position involving clerical work, supervision of the attendants, and purchase of supplies. Can also assist in minor analytical work in hospital. Am a graduate of University of Kansas School of Pharmacy. Address J. L. O., care BULLETIN OF PHARMACY. 3

DRUG STORE AT AUCTION.—The Rabe Drug Store, stock and fixtures, at Clyde, Ohio, will be sold at auction, in bulk, on Thursday, March 18, at 1.30 p.m., on the premises, on account of continued illness of the owner. Inquire of B. F. Jackson, Guardian, Clyde, Ohio. 3

FOR SALE.—Drug store in good western Pennsylvania farming country. Full prices. Rent $15. Average sales $20 Only store. Fifteen hundred to draw from. Price $2200. Address Drugs, care BULLETIN OF PHARMACY. 3

WANTED.—To dispose of at least the controlling interest in a good paying drug store in Montana on account of other interests that require our time and attention. Stock about $4000. Business last year about $15,000. Terms: part cash and balance on plenty of time. Address P. C. D., care BULLETIN OF PHARMACY. 3

WANTED.—Situation in first-class drug store. Am 35 years of age; 17 years' first-class experience (English and Canadian). A No. 1 salesman and dispenser. Total abstainer and good references. Address R. J. F., care BULLETIN OF PHARMACY. 2

WANTED.—Position in drug store. Am a graduate in pharmacy, capable and reliable; not registered. Have best of references. Address A. C. K., care BULLETIN OF PHARMACY. 2

FOR SALE.—One-fourth interest in two good suburban drug stores in good Southern city. Nyal, Eastman, and Curtis agencies. Established trade; clean stock. Invoice about $12,000. Annual sales about $25,000. Will sacrifice for $2250. Address Sacrifice, care BULLETIN OF PHARMACY. 2

WANTED.—Position by a drug clerk. New Mexico or Arizona preferred. Strictly sober and reliable. Can furnish references. Address O. S., care BULLETIN OF PHARMACY. 2

WANTED.—To communicate with well-established drug manufacturer or sundry house in regard to representing them in western Pennsylvania or other good territory. Address "S," care BULLETIN OF PHARMACY. 2

WANTED.—To hear from owner of good drug store for sale. Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

You Want More Business, don't You?

There are just two ways in which you can do more business. By bringing in more new customers—and selling your present customers more goods.

TO BRING MORE CUSTOMERS INTO YOUR STORE

Seagers Advertising Schedule gives you all the advertising copy you can use, and right in season when you want it. Everything you need for your newspapers, circulars, dodgers, and booklets. This Service looks ahead and plans for you to build on, gives you every possible help to keep your store ahead of all others in your locality, and the very latest and best methods for running your business. It shows you how to really cooperate with your local physicians, dentists, nurses; how to get more profitable business from your local industries, factories, institutions, societies. In short, it works with you to get all the business possible in your locality.

Then there are Special Bulletins telling you what your wide-awake brother dealers are doing all over the country to bring more business. These Special Service Bulletins put you in a leading position in your locality—they guide you in your buying—what to buy and what not to buy. They are the biggest business innovation ever offered the retail drug trade.

Price, - - $2.00 per month.

TO SELL YOUR CUSTOMERS MORE GOODS

You realize that it is not what the customer comes in for, but what he goes out with, that counts.

Displays make Sales.

For your inside advertising work, and for selling more goods to your present customers, we supply Seagers Silent Salesmen Service.

This Silent Salesmen Service consists of Counter Cards, Window Cards, Show Case Cards, Wall Cards, and cards for every possible selling Service around your store. They are the Silent Salesmen that will sell goods for you every hour of the day that people can get into your store.

A NEW AND EXCLUSIVE DEMONSTRATING FEATURE

An absolutely new feature in Seagers Silent Salesmen Service is the Demonstrating Salesmen Cards that put ginger and push into your whole store, that make this service as radically different and positively superior to anything you have ever seen or imagined in showing and selling goods.

Price, - - $2.00 per month.

SEAGERS MONTHLY ILLUSTRATING SERVICE

For druggists who wish to illustrate their Advertising, we also supply a real live modern Advertising Illustrating Service, that is so strong and so different in its work that it puts your every advertisement into preferred position, and makes any advertising take on new life.

It builds up advertisements so that they cannot be lost in any paper. It puts interest in your circulars, booklets and counter slips, and they are not thrown away. No such service however planned before has ever been perfected in the way this service is now supplied to the Seagers Advertising Company's clients.

Price, - - $2.00 per month.

MAKE YOUR STORE THE LEADER—SECURE THE EXCLUSIVE RIGHT FOR YOUR LOCALITY

We will be glad to send you, on free trial, any one, two or three services. See the services and decide for yourself if they will not force prosperity to your store.

SPECIAL INTRODUCTORY PRICES

Single Service, -	$2.00 per mo.
Any Two Services, -	3.75 " "
Entire Combination, -	5.00 " "

SEAGERS ADVERTISING CO.

Drug Store Advertising Services

Business Building Plans Advertising Novelties

1367 BROADWAY, NEW YORK, N. Y.

SEND ME ON TRIAL SERVICES CHECKED

Advertising Schedule .....

Illustrating Service .....

Silent Salesmen Service .....

at your Introductory Price of

$2.00 single service
$3.75 two services
$5.00 entire combination

With the understanding that if not entirely satisfactory, same may be returned within 10 days. If not returned you are to send services for one year.

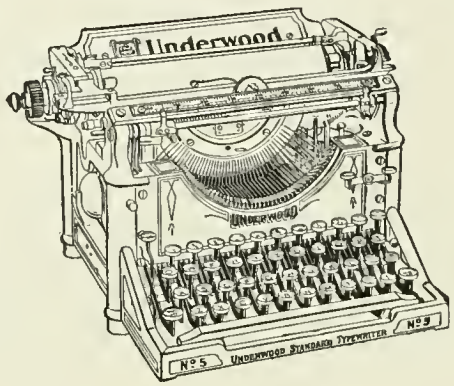
Name .....

Street .....

City ..... State .....

THE
UNDERWOOD

Is the machine upon which all World's Speed and Accuracy typewriter records have been established.



The Underwood

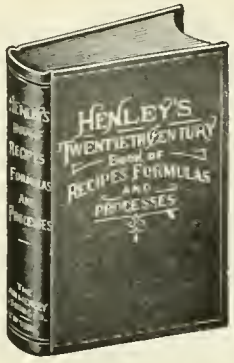
is the holder of the Elliott Cresson Medal for superiority of mechanical construction.

U N D E R W O O D

"The Machine You Will Eventually Buy."

UNDERWOOD BUILDING, - NEW YORK.

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

Stop the Leaks

THE PHYSICIAN'S PERFECT CALL LIST

AND RECORD

is a veritable boon to the practitioner of medicine. It provides a simple, efficient method of bookkeeping. It saves time. It prevents losses.

With the ordinary system (or lack of system) the physician trusts too much to memory. As a result many little accounts are entirely forgotten. In the course of a year they amount to a handsome sum. With the **Perfect Call List** he takes care of each item when it is fresh in mind. *He nails it on the spot.*

A CAPITAL PRESENT FOR THE DOCTOR

The **Call List** is an admirable gift for your physician friends—a book which will be consulted many times every day and which will serve as a constant reminder of your store.

Every year we receive thousands of orders from druggists for copies of the **Call List** for presentation to their medical patrons. We would like to have *your* order. The cost is small and will be returned to you many times in increased prescription business.

PRICE TO THE TRADE, $1.50 EACH, LESS 25 PER CENT

Morocco bound, full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold free of charge.

LET US HAVE YOUR ORDER NOW!

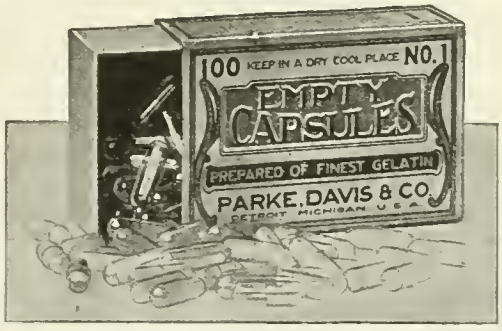
E. C. SWIFT, Publisher

Box 484, DETROIT, MICH.

European Office: 19 and 20 Great Pulteney St., W., LONDON.

Use Our Empty Capsules in Your Prescription Work

Parke, Davis & Co.'s Empty Capsules are the finest capsules that money and machinery can produce. They are manufactured under ideal conditions, in the largest, best equipped, most modern capsule plant in the world. Thirty years of experience are back of these capsules.



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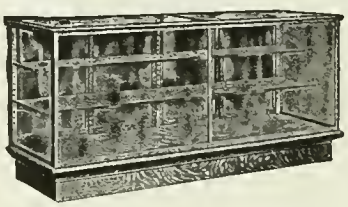

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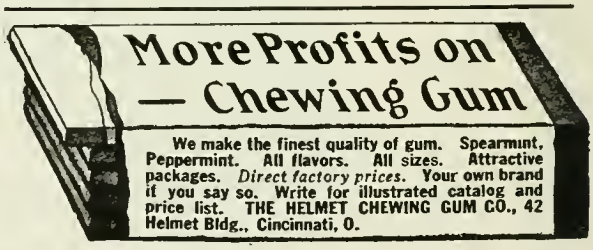
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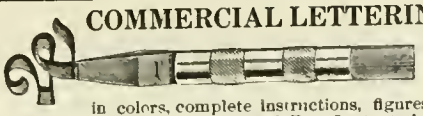

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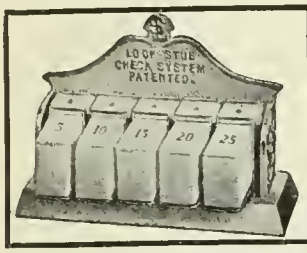

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"Probably in the neighborhood of one hundred dollars."

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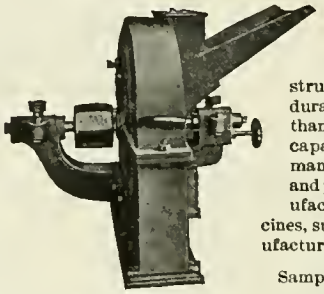

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